The National

CLEANER & DYER

MARCH, 1950

DRYCLEANING COTTONS—WITHOUT SHRINKAGE.....Page 36

MANAGEMENT CONFERENCE HINTS FOR SMALL CLEANER....Page 38

SCIENTIFIC PRE-PLANNING OF ROUTE DISTRIBUTION.....Page 50

HIGHER INITIAL COSTS FOR LOW VAULT INSURANCE.....Page 66

ABOVE: Uniform cost accounting for rug cleaners was the request of R. L. Ayers. Here's his suggestion for its production cost budget. See report of the NRC convention starting on page 112

Are clogged filter screens slowing up your production?

HERE'S ONE WAY to keep your washer loads on the move . . . and, at the same time, get the benefits of improved filter and washer operation.

By using Hyflo®, the original high speed filter powder, you'll keep filter pressures low longer . . . keep your solvent flowing freely . . . and have less down time for cleaning filter screens and replacing filter cloths.

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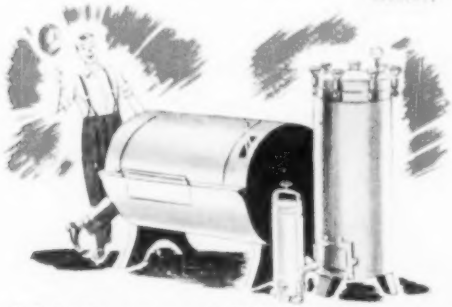
You'll find that Hyflo helps save on solvent recovery costs, because the solvent requires distilling less often, and therefore requires replacing less often. You'll find, too, that its use results in a number of other economies . . . such as faster, more thorough cleaning and rinsing, less odor troubles, fewer redos . . . benefits that Hyflo gives you from start to finish of the job.

To find out more about Hyflo and how to use it correctly, ask your dealer for a copy of the 48-page Dry Cleaner's Handbook. It's full of valuable suggestions that will help you increase your filtering efficiency. Johns-Manville, Box 290, New York 16, New York. Sold U.S. Pat. Off.

JM



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the original high speed Filter Powder

Case (4x1 Gal.) . . $2.60 per Gal.
One Gallon . . . . . $2.85 per Gal.

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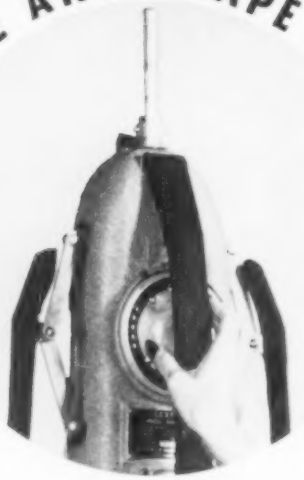
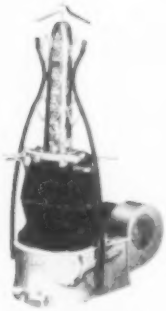


WITH FINGERTIP CONTROL



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STEAMING SHAPING DRYING

ENJOY EXTRA PROFITS by promoting **FLEXFORM** service—sure to please your present customers . . . sure to bring in new customers.

ENJOY NEW PEACE OF MIND, confident that **FLEXFORM** will assure finishing to correct measurements, every time.

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...THE MACHINES CLEANERS HAVE BEEN ASKING FOR

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Model AH

EFFICIENT...ECONOMICAL...FLEXIBLE!

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2. Recovery Unit can be installed later
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15. Attractive white enamel finish—blue trim
16. Designed for effective store front display

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Unit 2. The new Model AH for those who prefer to run cold.

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ADDRESS _____

CITY _____ STATE _____

SEC CLEANING SYSTEMS

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NATIONAL CLEANER & DYER, March, 1959. Published monthly by the Trade Paper Div. of The Reuben H. Donnelley Corp. Publication Office, 100 W. Chestnut Street, Lancaster, Penna., U. S. A. Executive and Editorial Offices, 104 East 45th Street, New York 17, N. Y. Subscription rates: United States, $2.00 and Canada, $3.50 per year. Foreign, $4.00 per year. Volume 41, No. 3. Entered as 2nd class matter April 21, 1948, at the Post Office, Lancaster, Pa., under the Act of March 3, 1879.

National CLEANER and DYER

VOL. 41 MARCH, 1950 NO. 3

THE mild New York weather that fooled the flowers into blooming in February apparently fooled some people into thinking it was June. An epidemic of matrimony hit this trade-paper office, striking down two members of the staff.

MATRIMONY FELLS TWO

On February 18 our art editor, "Whitey" Nelson, broke an assortment of hearts by his marriage to Miss Patricia Lay. In the less than a year he has been with us, Whitey has made a place for himself not only in his professional capacity but as a lively addition to office conviviality. With an artist as groom and singer as bride, we predict never a dull moment for the Nelsons.

Pat and Whitey

Hazel and Bill

Our other February bridegroom needs no introduction to the drycleaning industry. On February 11 Bill Palmer persuaded Miss Hazel Hong to take a chance on a trade-paper editor. Naturally, we don't have to tell Hazel what a swell guy she's picked, but all of us who have worked with Bill for a number of years want to go on record as seconding her judgment. And from what we know of Hazel, we think Bill did all right by himself, too!

To Whitey and Bill and their respective brides from all of us—congratulations and the best of good wishes.

—G. W. T.

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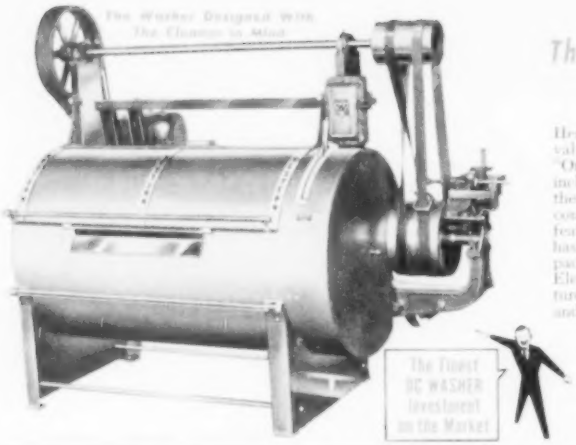

The All Modern WESTERN Model-500

Here is Western's most outstanding washer value. The Western Model 500 features "One Station Control" which eliminates inching the cylinder manually. In addition, the Model 500 offers exceptionally sturdy construction and many long life operating features. For instance, the outboard bearing has a special Neoprene seal that eliminates packing, tightening or other adjustment. Electro-thermo welded construction is featured throughout. Explosion-proof motor and all necessary devices are included. Modern all metal cylinder offers smooth working opposed sliding doors. 3 sizes. 3 types of drives are available: 30 x 56, 40 x 48, and 50 x 54 in end header, belted motor drive or direct motor drive.

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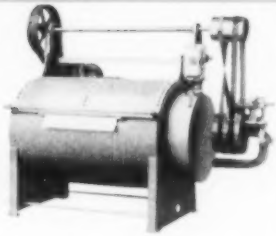
Sirs: Please send me complete information on the washers I have checked. ☐ *Western M-50* ☐ *Western M-130* ☐ *Western M-500*

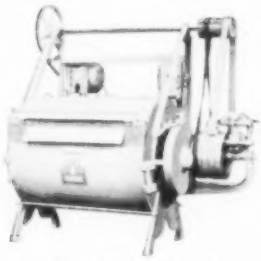
Name_____
Address_____
City_____ State_____



In the Medium Price Range

WESTERN Model-50

Rugged, modern and dependable, the Model-50 offers many features of the Model-500. 2 sizes. 3 types of drives.



In the Low Price Range

WESTERN M-130

An economical washer to buy—and economical to use. In 2 sizes: 30 x 56, 36 x 54.

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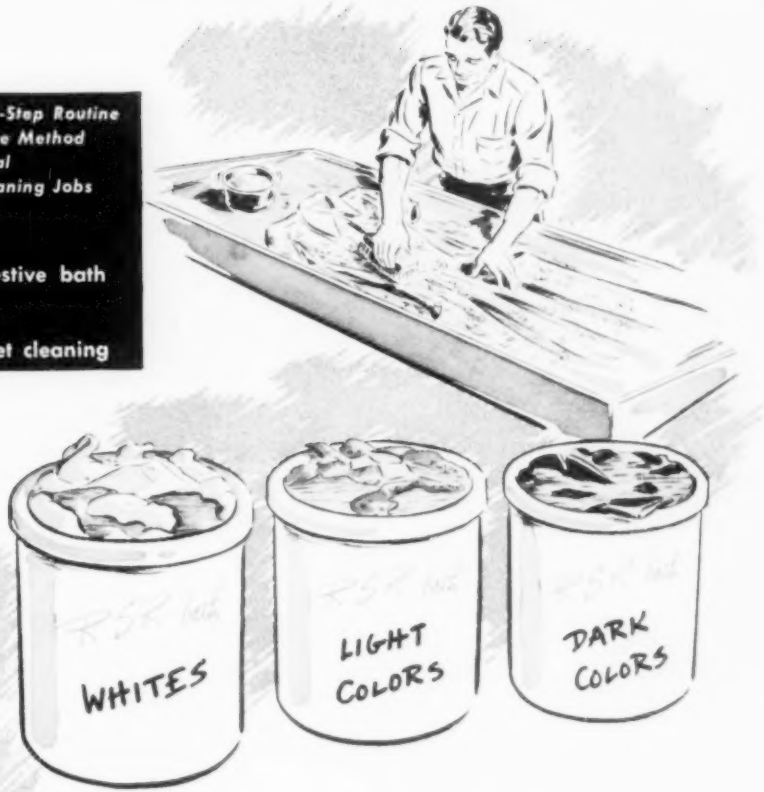
cut hand labor costs in wet cleaning - reduce rehandling to a minimum

This Simple Two-Step Routine Is The Up-to-date Method For Spot Removal On ALL Wet Cleaning Jobs

FIRST...
the *RSR* digestive bath

THEN...
the usual wet cleaning



RSR REMOVES ALL TYPES OF ALBUMINOUS SPOTS
*BLOOD, GRAVY, MILK, ICE CREAM, COFFEE, DISCHARGE, BEER, EGG, FISH SLIME, GLUE, etc.

ALL garments to be wet cleaned should be put right into an *RSR* Bath . . . Thus any hard-set albuminous* stains will be made water soluble and flush out completely in wet cleaning . . . and no re-handling will be necessary.

The *RSR* way insures a quick trip through the Wet Cleaning Dept. . . . It's the sure way for better work, in less time and at lower cost per garment.

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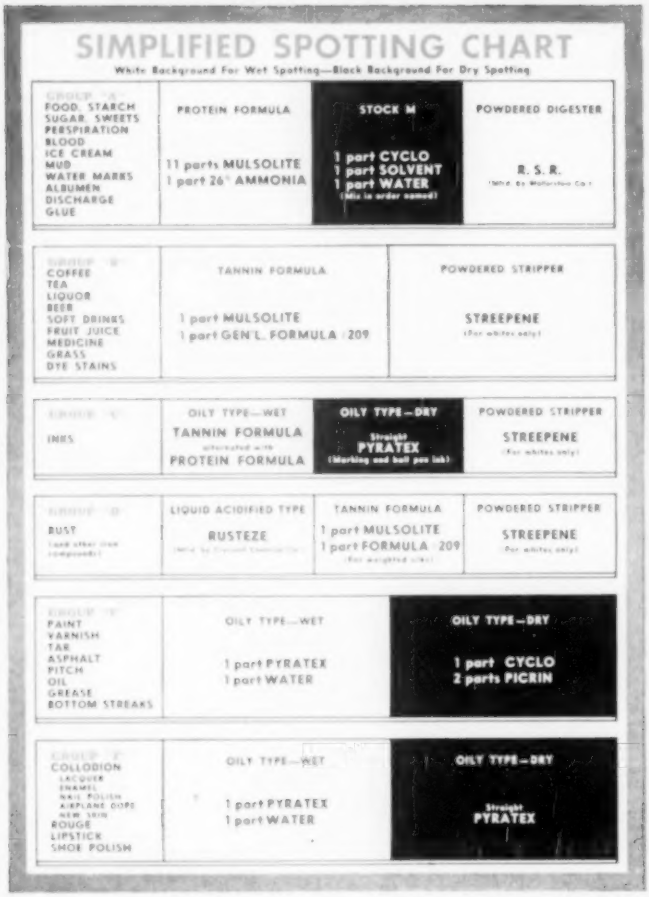

SIMPLIFIED SPOTTING CHART

White Background For Wet Spotting—Black Background For Dry Spotting

GROUP "A" FOOD, STARCH SUGAR, SWEETS PERSPIRATION BLOOD ICE CREAM MUD WATER MARKS ALBUMEN DISCHARGE GLUE	PROTEIN FORMULA 11 parts MULSOLITE 1 part 26° AMMONIA	STOCK M 1 part CYCLO 1 part SOLVENT 1 part WATER (Mix in order named)	POWDERED DIGESTER R. S. R.
GROUP "B" COFFEE TEA LIQUOR BEER SOFT DRINKS FRUIT JUICE MEDICINE GRASS DYE STAINS	TANNIN FORMULA 1 part MULSOLITE 1 part GEN'L. FORMULA 209		POWDERED STRIPPER STREEPENE (For whites only)
GROUP "C" INKS	OILY TYPE—WET TANNIN FORMULA alternated with PROTEIN FORMULA	OILY TYPE—DRY Straight PYRATEX (Marking and ball pen ink)	POWDERED STRIPPER STREEPENE (For whites only)
GROUP "D" RUST (and other iron compounds)	LIQUID ACIDIFIED TYPE RUSTEZE (Sold by Frank Chemical Co.)	TANNIN FORMULA 1 part MULSOLITE 1 part FORMULA 209 (For weighted inks)	POWDERED STRIPPER STREEPENE (For whites only)
GROUP "E" PAINT VARNISH TAR ASPHALT PITCH OIL GREASE BOTTOM STREAKS	OILY TYPE—WET 1 part PYRATEX 1 part WATER	OILY TYPE—DRY 1 part CYCLO 2 parts PICRIN	
GROUP "F" COLLODION LACQUER ENAMEL NAIL POLISH AIRPLANE DOPE NEW SKIN ROUGE LIPSTICK SHOE POLISH	OILY TYPE—WET 1 part PYRATEX 1 part WATER	OILY TYPE—DRY Straight PYRATEX	

CHEAPER spotting compounds often work satisfactorily in the removal of ordinary paint, grease, and other stains shown in group "E" of the Simplified Spotting Chart at the left.

But even the best paint removers fail in the complete removal of those stains containing collodion in group "F." These include

Lacquer
Enamel
Airplane Dope
Nail Polish
New Skin

Pyratex is also superior to conventional paint-oil-grease removers for the removal of *rouge, lipstick, shoe polish.*

Send for valuable treatise on "Lipstick Loads." This treatise outlines in detail the safest and quickest procedure for handling an entire load which has been smeared by lipstick in a drying tumbler.

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561 West Monroe St., Chicago 6 *Industrial Chemists* **SINCE 1876**

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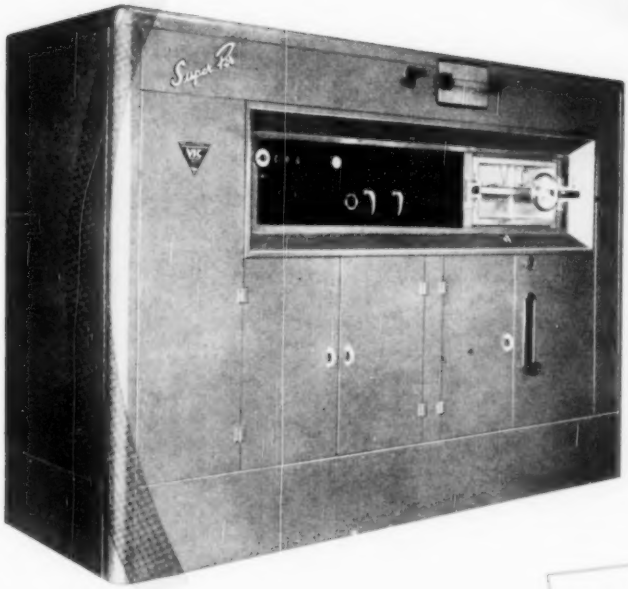
LARGER IN VOLUME! AND HUNDREDS OF DOLLARS CHEAPER THAN ANY OTHER COMPARABLE PER MACHINE ON THE MARKET TODAY!

COMPARE!

VIC



FEATURES WITH ANY OTHER PER MACHINE ON THE MARKET TODAY!
YOU'LL AGREE VIC SUPER PER MACHINE IS BUILT FOR TODAY'S NEEDS!

- 36 inch DROP BASKET
  For better Cleaning — Larger Capacity
- Vic Self-Cleaning Filter
  Customers report using filter from six months to a year without changing
- Semi-Automatic
  Bell rings when load is done
- Built-in Reclaimer
  Reduces Solvent Costs

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Large liberal trade-in allowance on old equipment.

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LETTERS to the editor

Correction on Storage Receipt

Dear Editor:

The November issue of your publication carries a story on page 86 under the headline "Simpler Storage Receipt" which gives erroneous, misleading information. The story deals with a system in use by the New Way Dry Cleaners of Savannah, Georgia. The form in use, which is made in six copies in one writing on a Standard register, is illustrated as part of the story.

The erroneous, misleading information to which I refer above appears in the sentence that reads, "The whole set is of the snapout variety with carbons already interleaved." This is not the fact at all. The form illustrated is manufactured by The Standard Register Company. This particular system is a continuous form with holes punched on both sides so that they may be held in place and moved through a register after they have been written. These forms are manufactured in continuous strips so that each set moves into position automatically without loss of the drycleaner's or storage company's time.

As an immediate result of the appearance of this article, quite a few readers of yours contacted the New Way Launderers and Dry Cleaners for further information. Since The Standard Register Company is the supplier of these forms, Mr. Claude Hallman, one of the officers of the company, forwarded requests for information to us. We, of course, are doing everything we can to check any mis-impression gained by your readers about the New Way system.

In the past there have been several occasions upon which your publication has publicized certain time-saving, labor-saving ideas dealing with paperwork, and I am sure they have been of real value to your readers. We are naturally very interested in seeing to it that any member of the drycleaning industry who needs helpful paperwork information gets it as quickly and as accurately as possible.

We have no case to make against snapout forms. They are very useful, and among drycleaners and storage companies there are many places where they can be used. However, in this particular situation, a customer's storage receipt for furs and other articles which may be valued at thousands of dollars needs the protection which only a form locked in a Standard register can give.

J. F. Robinson
Manager, Sales Planning
Dayton, Ohio — *The Standard Register Company*

Engineer Protests

Dear Editor:

In the second paragraph of your letter re: "Letters to Editor," October and December 1949, you "doubt if it is necessary to publish names of engineers not involved in the scandal." Yet you do it for Stevenson, Jordan and Harrison. I must admit at least, you are consistent. You and your publication never did seem to care to give me any publicity unless it was for $250 a page.

Since you made quite a splash about the alleged scandal, i. e., devoting pages in three successive issues, you may be assured I am more concerned than your letter indicates. Several years ago you wrote a similar story involving an engineering firm which happened to be in Chicago. Dozens have asked if I was the guilty one. That I lost out on several deals as a result, I have no doubt.

As a major wheel in the drycleaning industry, I believe I am entitled to as much consideration as that given Stevenson, Jordan and Harrison, a firm with much less experience in the drycleaning industry than I have.

I am interested in just one thing and that is to have your readers know it was not I who did that job.

Chicago, Illinois — Barton Michael Phillips

Mr. Phillips has to admit that although he and Mr. Lane had an equal opportunity to write discussing the story of the engineering firm involved, it was Mr. Lane and not Mr. Phillips who wrote. Since Mr. Lane's was the first comment received, his was the only comment printed, plus the fact that he went into more detail than did any other letters which we received.—Editor.

Three-Tier Storage?

Dear Editor:

We have been a subscriber to your publication for a number of years and have found many helpful suggestions in your issues.

However, we have been unable to find a method of solving our own peculiar problem of finding sufficient accessible rack space for garments as our store is located in the high-rent downtown district and our floor space is at a premium. We do have a very high ceiling, though, and we would appreciate suggestions from you or your readers for some type of double-deck and triple-deck rack system wherein we could reach the customers' garments without the use of a ladder or poles as almost all our trade is fast-service and we have a fast turnover of garments.

Morris D. Paris
Toledo, Ohio — *Medrow Cleaners & Paris Services*

We don't recollect an instance where a cleaner was able to operate a triple-tier storage space for the call office.

A large number of double-tier operations have the garments separated into full-length and half-length garments, the latter being skirts, pants, etc. They then put all of the shorter pieces on one tier and the longer pieces on the second tier. If a third tier were necessary and you were reluctant to use poles because of the fast-service angle, you might put your "dead storage," if any, upon a third tier. In your case this might be anything that was on your racks over three days, certainly anything that was on the racks over a week.

The only other thing to do would be to use the upper part of your storage space as a mezzanine and put some of your office workers, or even your markers, up there and then use the ground-floor space saved for store-rack space.—Editor.

LEATHER RESTORED AND ENRICHED BY

Colorflex

Superior results are obtained with the use of Colorflex in restoring grain leather garments to their original state of usefulness and appearance. This is because Colorflex is a type of leather finish used by leather goods manufacturers.

Colorflex, if correctly applied, recaptures the finish that was the pride of the tanner and dyer of the leather from which the garment was originally made.

Grain leather garments properly refinished with Colorflex will not crack or peel under any climatic condition. They retain all the flexibility and feel of virgin leather, will not rub or crock, remain fast to light and may be dry cleaned without loss of color any more than newly purchased garments.

Colorflex is available in twelve colors, including black and white. They are mixed with water and applied with a sponge, brush or compressed air gun.

Colorflex Top Finishes are extremely flexible lacquers in gloss and dull tones, applied with air gun as a sealing coat and imparting water repellent qualities to the finished leather.

Write for special bulletin on

CLEANING AND FINISHING OF LEATHER

Colorflex must be shipped by Express in winter for weather protection.

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Cleaners', Dyers', Launderers' Supplies

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NOW! NEW

The World's Only Completely Automatic Open-End Dry Cleaning Tumbler . . .

The GROSS-OMATIC 140° F. TUMBLER

For High Flash Point-140° F. Solvent Operation!

Tested and Listed Under Reexamination Service by UNDERWRITERS' LABORATORIES, Inc.

"The Tumbler with the Built-in-Brain"

Just load it—set the temperature dial—set the timer control — that's all. The GROSS-OMATIC 140 F. TUMBLER humidifies, deodorizes, dries, cools, fluffs — silks, light wools, heavy wools — automatically—and then shuts itself off!

No high insurance rates! No high labor costs! No needless maintenance and repair bills!

The GROSS-OMATIC 140 F. TUMBLER does more . . . better . . . at less cost . . . in less time . . . automatically . . . safely!

Write for Bulletin G-50 for the complete story of "The Tumbler with the Built-in-Brain!"

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Founded 1923

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Originators and Manufacturers of the World's Finest Cleaning Equipment

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GROSS-OMATIC 140° F. UNIT

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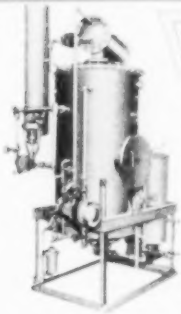
The Motor Driven or Motor-Belted GROSS Sil-Ex Black Metal Streamlined WASHER

Built entirely of BLACK METAL and electrically welded throughout, the GROSS WASHER increases plant efficiency—decreases power, time and labor costs . . . produces the highest drycleaning quality! 30" and 36" diameters.

The GROSS Model A or Model B Pressure FILTER

Clarifying in an uninterrupted cycle, from 1,000 to 5,000 GPH, the GROSS FILTER delivers fresh solvent continuously. The Model A GROSS filter has the largest net filtering area for rated capacities in the industry—plus longer filtration cycles at lower operating pressures! Model A has automatic muck removal; Model B has a large muck bottom sump.



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Operating smoothly and efficiently at high speeds, the GROSS EXTRACTOR utilizes a minimum of power to remove the maximum amount of solvent and reduces tumbler drying time. Its all roller-bearing construction makes it vibrationless and lengthens its life. Available in large capacity 26" x 30" baskets.

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Penetrates and dissolves stains.

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for organic touchup stains. Saves recleaning.

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These profit-building advantages are yours when you install a Butler Big Flow Filter which gives you a complete change of solvent in your washer each minute:

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BRIGHTER, CLEANER GARMENTS

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SIGNS of the times

Dr. Mack To Be Honored: The 1950 Francis P. Garvan Medal honoring women in chemistry will be presented at the American Chemical Society's 117th national meeting in Detroit in April to Dr. Pauline Beery Mack, it has been announced by Dr. Ernest H. Volwiler, president of the society. Dr. Mack was cited particularly for her work on the calcium chemistry of bone density.

Dr. Mack is well known to the drycleaning industry for her work as head of the Ellen H. Richards Institute at Pennsylvania State College, where she directs the work of the research fellowship sponsored by the Pennsylvania State Association of Dyers and Cleaners. In addition to her activities in the field of drycleaning and laundry testing and research, she has also directed studies at the Institute in other types of textile chemistry as well as the chemistry and physics of household equipment. She is an active member of many honorary and professional organizations.

* *

Drycleaning Book Revised: A revised edition of the government book on "Establishing and Operating a Dry Cleaning Establishment" has been issued. It is available, for 45 cents, from the Superintendent of Documents, Washington 25, D. C., or from any field office of the U. S. Department of Commerce.

* *

Labor Board Decision: A recent decision of the National Labor Relations Board ordered an election to choose union representation in the 42 cleaning and laundry plants of Indianapolis. As analyzed by May I. Feinberg, counsel for the National Institute of Cleaning and Dyeing, the decision may have important effects on the industry throughout the country.

Previously, the NLRB had stated that the services of the industry to interstate carriers and to industrial customers were too small to consider in view of the essentially local nature of the drycleaning and laundry business. Upon union petition for reconsideration, the Board reversed its decision in the Indianapolis case and stated the opinion that the dollar volume of out-of-state purchases and the nature and volume of the employers' services to customers engaged in interstate commerce or transportation did substantially affect commerce, and that thus jurisdiction was established under the Taft-Hartley act.

* *

Mrs. Markley Retires: After 21 years of serving the industry as instructor in all phases of drycleaning, Mrs. Adele Markley has resigned from her teaching post at Los Angeles Trade-Technical Junior College (formerly Frank Wiggins Trade School).

All of Mrs. Markley's adult life has been devoted to the drycleaning industry. After holding several supervisory positions and operating her own cleaning plant, Mrs. Markley was engaged by the Los Angeles school as instructor in spotting, pressing, repairing and wetcleaning. Her influence in the industry has been widespread through the many students she has trained. Many of them are now owners of their own plants in all parts of the United States and as far away as Japan and Eire.

While officially retired, Mrs. Markley plans to continue to act as consultant, as she has in the past, on spotting and finishing problems.

* *

Union Plans Sales Clinics: A new note in union-employer relations has been struck by the AFL Laundry & Dry Cleaning Drivers' Union, Local 360, of Milwaukee, Wis. With the stated purpose of increasing the per capita use in the area of laundry and drycleaning services, the union has started a sales clinic to teach drivers how to sell more of the industries' services. According to the union president, George Scanlon, the program has been started because it is difficult for plants with only a few employees to train their route salesmen. Since drivers work on a commission basis, the program should be helpful to both routemen and employers.

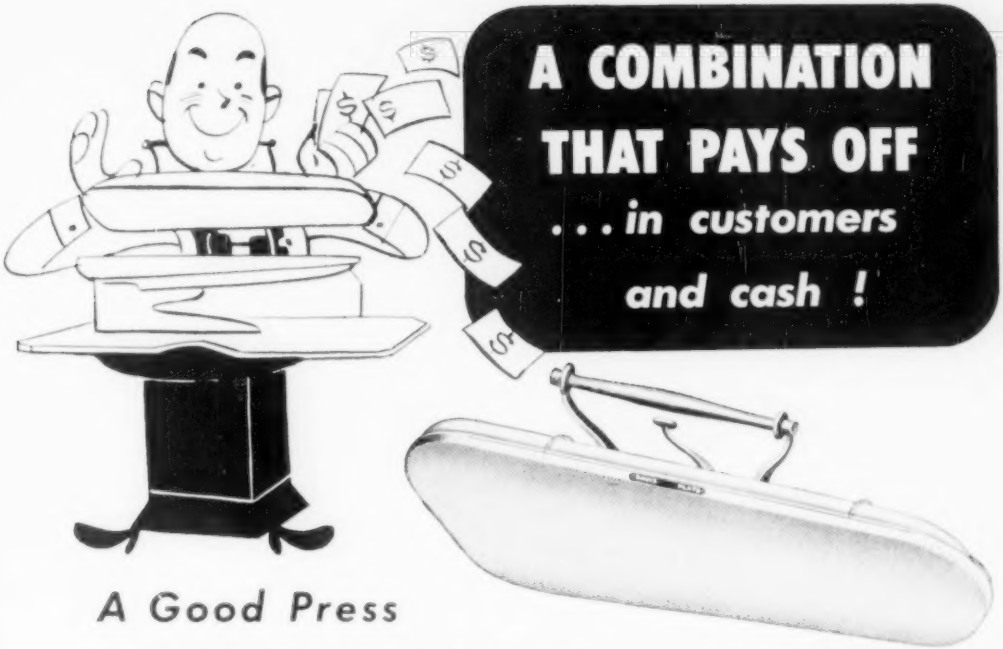
The program, it has been stated, is limited to sales techniques and would not stress union organization in any way. It has been approved by both the Cleaning Plant Owners' Association of Milwaukee and the Milwaukee Laundry Owners' Association. The drivers will be addressed by experts in psychology and sales. According to Mr. Scanlon, enrollment applications for the first course, which is limited to 40 drivers, have exceeded expectations.

* *

When Judges Disagree: The price-fixing provision of the California law has inspired two contradictory decisions of superior court judges of that state.

In the first case, Superior Judge McKay refused an injunction to two drycleaners who sought to prevent the State Board of Dry Cleaners from enforcing pricing regulations. In a decision handed down December 22 Judge McKay found that regulation of the drycleaning industry is within the scope of state power, because of the size of the industry and for the protection of the public.

Less than a month later, however, Superior Judge Hanson denied an injunction asked by the State Board against a cleaning firm which refused to meet the minimum price. He expressed the opinion that the public health, safety and welfare of the people of Los Angeles County would not be protected by minimum price regulation. To the argument that a fixed price enables all drycleaners to meet basic requirements of cleanliness, he suggested that the requirement of cleanliness by statute would be preferable to trying to enforce cleanliness by price fixing. He also stated, concerning the danger of a ruinous price war, that neither the constitution nor the laws of any state guarantee



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Keep customers and attract new ones with quality finishing. A press provides the heat and pressure you need for proper finishing—a finish that "stays put" in delivery, in the customer's closet and while it is being worn. A Davis perforated aluminum plate, with fabric-renewing flannel surface that lifts the nap as it presses, restores newness to all fabrics. Together they give you a reputation for fine quality finishing and bring in the extra business that builds up your profit. They cost so little, too!

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Mushroom....$10.00 47" to 54"....$17.50

DAVIS UNIFLEX HOSE, WITH EXCLUSIVE LEAK-PRUFD FITTING, INSURES ALL DAY PERFORMANCE OF YOUR PRESSES—EVERY DAY!

Here's another combination that pays off in continuous, trouble-free service. Davis Uniflex Hose has the patented leak-proofd fitting with the exclusive mirror-smooth surface that permits an absolutely perfect seal—no leakage—no costly shutdown of a press. The floating flange allows quick attaching of hose and eliminates any twist when final assembly is complete. Made in all sizes for all models of cleaning and laundry presses.

ORDER DAVIS PRESS PLATES AND HOSE FROM YOUR SUPPLIER TODAY

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to anyone that he be safeguarded from competition.

In reporting the two decisions, the bulletin of the California Drycleaners Association declared that the favorable ruling of Judge McKay was the more important since it affirmed the constitutionality of the law, which was not at issue in the case decided by Judge Hanson.

No doubt the matter will have to go to the state supreme court before the industry in California will be sure where it stands in the price controversy.

* *

Consumer Guide to Drycleaning: The National Consumer-Retailer Council, Inc., 1860 Broadway, New York 23, N. Y., has added to its series on "Keys to Wise Buying" a leaflet called "Your Guide to Dry Cleaning." The folder, published for free distribution to consumers, includes in four pages an excellent and informative summary. Subjects covered are the importance of drycleaning in prolonging fabric service, what constitutes good quality in drycleaning, how to judge quality, how to relate price to quality, the danger of drycleaning at home, and advice on purchasing garments, taking care of them in wear, cooperating with the drycleaner.

The National Consumer-Retailer Council is a non-profit organization composed of retailer and consumer organizations. Ruth W. Ayres is the managing director.

* *

Goodwill Cleaning Plant: Goodwill Industries, Inc., a national organization which collects used articles of all sorts for use in training the handicapped, has opened an enlarged drycleaning plant at Indianapolis. The plant will be used to clean clothing contributed to the organization's program. Goodwill points out that not only will the drycleaning plant employ at least seven handicapped persons, but many will be taught the drycleaning trade to equip them for employment in commercial plants.

* *

Useful Intercom: A number of drycleaning plants have installed intercommunication systems for quick and easy communication between store, office and the various plant departments. Fred Bode, owner of Bode Cleaners in Kansas City, Kansas, has extended the use of the system by linking it up with his home around the corner. While his principal purpose was to be able to call members of the family to and from the plant, the system is left connected at night as a burglar alarm.

When Mr. Bode heard sounds from the loudspeaker shortly after midnight one night recently, he called the plant, heard the ring of the phone and the scurry of departing feet. The burglar left promptly, but not before he had taken $100 from the cash register.

* *

Cleaning Plant Wanted: The Genesco (Kansas) *Journal* has published a plea for three essential services for the community of 1,500 people. Badly needed are a doctor, a dentist—and a drycleaning plant. Facilities for all three are available, and the editorial writer urges citizens of Genesco and the surrounding area to get together to secure the needed services.

It's nice to know that at least one community places drycleaning on the same level of "essentiality" as the doctor and dentist!

Pays Off 3 Ways!

ARROW SPONGE PADS
FOR ALL DRY CLEANING PRESSES

PAYS OFF WITH SAVINGS.....

Arrow Sponge Pads more than pay for themselves because they far outlast any other type of padding. Even after months of use, they remain porous and springy.

PAYS OFF WITH CUSTOMERS....

With Arrow Sponge Pads, button and zipper breakage are eliminated . . . no shine to steam out! You'll get quality that brings back satisfied customers . . . . . builds profit for you!

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Easier operation of dry cleaning presses equipped with Arrow Sponge Pads enables operators to do better work faster. See how easy "hard-to-finish" garments are pressed.

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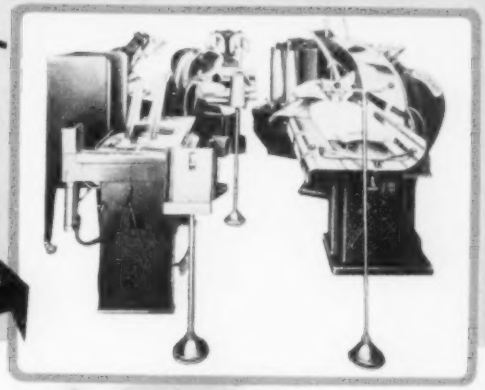
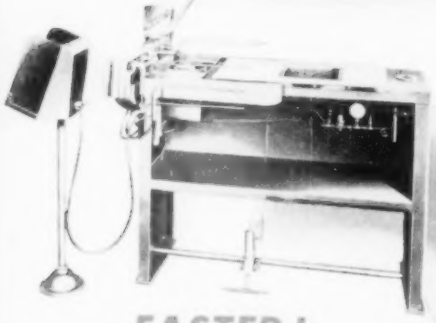
2-GIRL
DAVIS SHIRT UNIT

The unit you've been waiting for!





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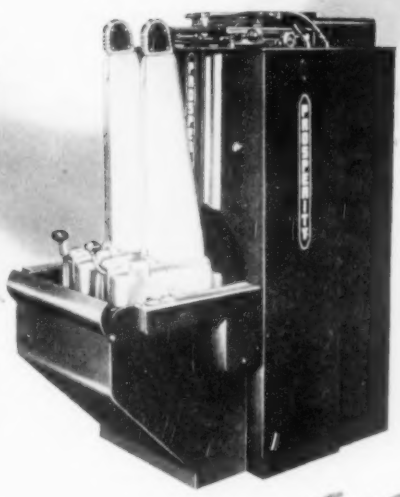
Automatic SHIRT FOLDING MACHINE

And now . . . an Automatic Folding Machine that keeps pace with Prosperity's accelerated shirt finishing unit . . . the faster and finer folding by this machine completely eliminates the shirt-folding bottleneck.



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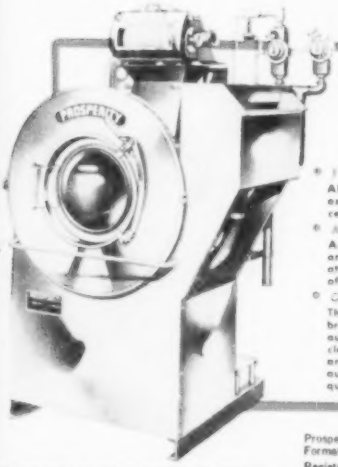
The DAVIS SHIRT UNIT gives you—

* Over-lap quality pressing of entire shirt
* Over-all bosom finish on sleeves
* Smooth, form-fitting shoulders and yokes, without creases
* Perfect 2-girl balance of work



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20 LB. WASHER

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  All loads quality-washed according to management's exact formulas. 59 out of 60 washing operations in successive, automatic sequence.
* Adds Supplies Automatically
  Adds powdered and liquid supplies, in measured amounts, at proper time in washing cycle, without attention from washman. No omissions, errors, waste of supplies.
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☐ Send information on 20# FULLY AUTOMATIC WASHER
☐ Have your Representative Call

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My Name _____

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The author has trained over 2,000 furriers directly . . . many more through the pages of The NATIONAL CLEANER & DYER. Here he gives you a comprehensive fur course in one handy, inexpensive volume!

Convenient size for ready reference at work table or machine. Stiff cloth binding for durability.

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A Billboard Idea That's Different

THE Paris-French Dry Cleaners organization has four plant stores in Spokane, Washington. A very attractive young lady is in charge of each store. And each location has a billboard which is lit at night.

Here's the idea that's different. Each board carries a picture of the young lady in charge. Under the picture is an arrow pointing to the store entrance. There is no notation such as "Meet Miss Jones"—just the arrow.

Arrow under billboard portrait points to store managed by pictured girl

The idea caught on right away. Customers comment about the picture likeness, bring their friends and neighbors down to see the billboard and the store manager.

"We've had to change a few pictures," says French Cleaners manager, Robert Rouse, "but our contract calls for so many changes a year, anyway. The big point is that the idea causes a lot of customer comment and that's what we're after."

Sporting Instinct Spurs Drivers

PLANTED rewards for selling special services work effectively for A. T. Montgomery who owns and operates Monty's Fine Dry Cleaning in Phoenix, Arizona. Each driver is trained on selling a special service. A special commission is allowed on each new service which is introduced. A part of the training is driving home the importance of asking about the new special service at each call.

Mr. Montgomery has found that when drivers follow through on suggesting the new service at each stop, a lot of new business results. The trouble was that drivers, in a rush to complete the route, forgot to mention the service.

To help remind drivers, each week a new service is made No. 1 and drivers are requested to plug it all six days. Before the week's program starts Mr. Montgomery plants a ten-dollar bill in each routeman's territory. One of the regular customers is given the bill and asked to hand it to the driver if he talks about the week's special service.

"Not only do the drivers want to win the ten dollars, there is keen competition," said Mr. Montgomery. "More than the money, they like to make the call that pays off. Since we have been using this prize plan we have had twice as good results on new services introduced."

Call-Office Rainbow

ONE of the most attractive drycleaning call offices in the Northwest has been set up by Liberty Cleaners of Bellingham, Washington, at a cost of less than $500, fixtures included.

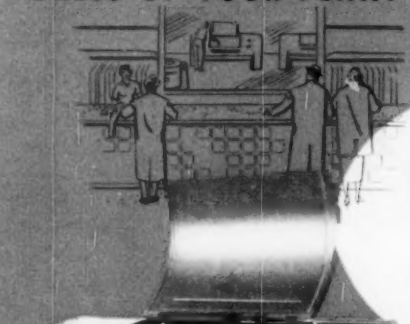
The store has two small display windows. The back of the display set for each has a 20-inch top of corrugated glass. Behind this glass at night a four-color spotlight is mounted. Through the corrugated glass the red, green, blue and silver light produces a rainbow effect which reaches across the street and is a real traffic stopper.

Just one warning is given by Liberty owner Ralph Peterson. "You must be careful in colors when building a display. Some dresses and suits take on terrible shades from the colored light through the corrugated glass. We have found that white and cream garments anyway, solid shades—are the best for display."

Note corrugated glass top of partition behind which colored lights play

The same arrangement is worked over the partition between the call office and the garment storage room. A ribbon of 24-inch corrugated glass is mounted at the top of the 6½-foot birch partition. Behind this glass two spotlights with changing colors are turned on at night. This setup gives the inside of the office all the colors of the scale and the reflection reaches out through the windows to the street.

DRESS UP YOUR PLANT . . . SPEED UP YOUR PRODUCTION



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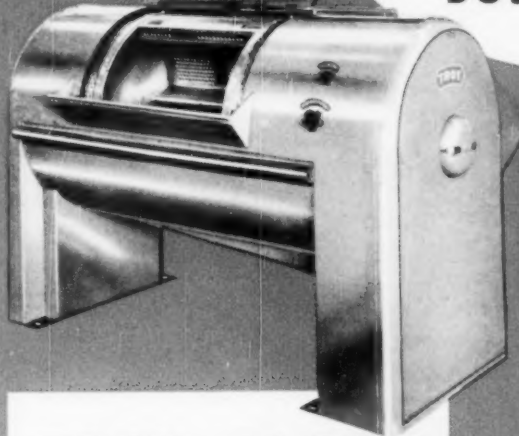
TROY

"BUSINESS BUILDERS"



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Modernize the appearance of your drycleaning plant with streamlined Troy Electroclene Washers. Only two points on washer and three on motor to lubricate. All operating parts are fully enclosed, yet readily accessible. Electroclene Washers are motor driven through multiple "V" belts. Available in two sizes: 30" x 30" and 30" x 48".

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Better quality drycleaning in less time and at lower cost. Center-Slung construction provides maximum safety. Atlas Drycleaning Extractors are "V" belt motor driven, available in 40" and 48" diameters and at slower speeds for "system license" cleaners.

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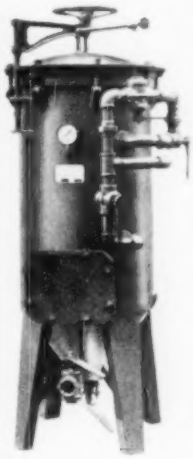

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LIQUID FILTER SOAP

A top Dry Cleaning soap that increases pass-ups, speeds production, builds no filter pressure, and emphasizes economy. NU-TEX affords high soil removal from garments, yet it is readily removed from solvent by any reclamation system. It may be used with water, as it forms an emulsion which remains stable, disperses in the solvent, and never breaks down. NU-TEX is also excellent for use as a hand-brushing soap.

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TOP QUALITY SOAPS for DRY CLEANING

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Removes nail polish, enamels, other paints, varnish, salad oils, grease, airplane glue, etc. in a jiffy. Safe to use on all fabrics and all colors.

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For quick removing of paints, grease, lacquer, oil, nail polish, lipstick, rouge, food spots, and other difficult stains.

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Adjusta-Form offers top quality finishing, too. No tailor shop shine . . . no pocket or seam marks.

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1. Place garment on form and lock with garment holder.
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4. Dry garment.
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See the Adjusta-Form N. I. C. D. Convention March 12-15, Booth 136

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GADGETS and gimmicks

Finishing Production Chart

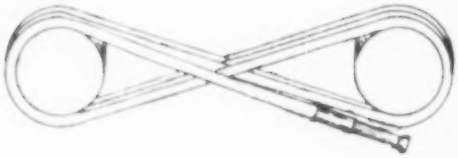
A LARGE blackboard production chart hangs in the finishing department at the H. J. Cook Company, Los Angeles, California. This chart is posted during each day to show lots in and out, and carried through for the week. The board is kept posted by the forewoman in the finishing department.

R. M. Shoemaker (left) and Bud Boyler, owners of H. J. Cook Company of Los Angeles check daily production chart hung in finishing department

Three lots per day is the plant production requirement, as all employees know. Having the chart posted as each lot comes up and is finished gives finishing-department workers exact information as to the day's schedule. At any time during the day the status of the work can be told by a look at the board.

Coils Without Kinks

THE accompanying sketch shows how to coil hose, rope, wire, etc., so that there will be no kink. Coil it in the form of a figure 8 over two metal cans 12 inches in diameter. By doing it in this way the other end of the hose, not visible in the sketch, can be permanently attached to the pressure water line, making it unnecessary to attach and remove the hose every time it is used.



The old troublesome kink is eliminated because you first coil the hose around one can in one direction, then coil it around the other can in the opposite direction. The kink that tends to form with the first turn is neutralized with the second turn. This is because a series of repeated coils tends to put the same sides of the hose outside and inside, thus squeezing the inside together and stretching the outside. For this reason stiff materials like wire tend to be unruly after a few loops have been made.

Not only is this method a time saver, it is a hose, rope and cable saver.

No Errors on Ornaments

NOT a button, ornament or belt lost in the past five years is the record for Gurney Cleaners of Myrtle Point, Oregon. Owner W. W. Gurney wants it explained, however, that "button" means an ornamental button and not just a button.

Here's the system that produced the no-error record. All ornaments removed go into small sacks. On each sack the customer's name, the order number and the description of the ornaments removed must be written at the time of removal.

The identified sacks then go into a wooden rack, with separate partitions for lots and separate tiers for the days.

On the back of the ornament rack is the belt rack, with 45 hanging pegs. Each belt removed must carry a slip giving the name, order number and short description of the garment from which it was removed.

"This may seem like a ton of red tape," cleaner Gurney said, "but when weighed against the amount of time we used to spend in trying to locate lost ornaments or belts—well, there's no comparison."

PRE-SPOTTING

Two Guns ...or One... ...or None?

Whichever the Method ... you cannot use a Better Detergent than

SOLTEX

FOR PRE-SPOTTING

Here's the Comparison ...Just Use Your Good Judgment

THE TWO GUN METHOD

THE TWO GUN METHOD of pre-spotting is first spotting with a steam gun No. 1 (water) and then No. 2, spraying the wetted area with an absorbent mixture which will rinse out in drycleaning without a wet effect.

THE ONE GUN METHOD

THE ONE GUN METHOD is just pre-spotting with steam and then running in a SOLTEX solution **without drying**, which is faster and less expensive.

THE NO GUN METHOD

THE NO GUN METHOD is just using plain cold water to pre-spot and then run in a SOLTEX solution **without drying**. Use a water gun if you like.

You can use the two gun method with a mixture of 1 part SOLTEX and 2 parts solvent as the absorbent but the faster, less expensive, one gun and cold water methods are "Old Stuff" with SOLTEX and detailed instructions have been in the SOLTEX folder for years. **No drying** before machine running with SOLTEX.

NOTE: No drying before machine running when SOLTEX is used. This is a big advantage.

LOW SOLTEX PRICES
No Contracts

55 gal. drum	$1.20 gal.
30 gal. drum	1.30 gal.
15 gal. drum	1.40 gal.
5 gal. can	1.60 gal.

We will ship 5 Gallons SOLTEX Freight Prepaid on approval

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EQUIP YOUR SPOTTERS WITH

2 DRYCO SPRA-

The DeLuxe 2-Gun Method...

DeLuxe Unit with large supply tank of corrosion-resistant stainless steel, with self-contained pump assembly and pressure gauge; sturdy, adjustable carrying arm; 12 ft. of special-made supply hose, corrosion-resistant squeeze-type DRYCO SPRA-GUN. Model 4004, Left. Chicago. $59.50

$59.50

MECHANICAL FEATURES

All non-corrosive unit consisting of stainless-steel pressurized SPRA-TANK (hand-operated; no expensive motorized air-compressor needed); special stainless-steel and nickel-plated DRYCO SPRA-GUN; supply hose contained in overhead arm, adjustable for height and length. Adapts to any spotting department ... any spotting board.

OPERATING FEATURES

Spotter uses regular steam gun (or DRYCO 1-Brush Spotting Gun) in right hand to remove water-soluble spots and stains; grasps SPRA-GUN in left hand when application of prespotting solution is required. SPRA-GUN is suspended out of operator's way, yet is immediately accessible when desired. Swings completely out of way during fancy-spotting operation. No danger of accidentally getting spra-solution on cleaned garment.

PROVED RESULTS

In less than 5 months after its introduction, more than 2,000 cleaners adopted DRYCO SPRA-SPOTTING and reported astounding results ... wetcleans and recleans reduced nearly to zero; pass-ups as high as 96%! Many units paid for themselves in a week or less. Never before has any item at any price given cleaners such impressive performance ... produced such quality-improving, cost-reducing benefits.

AVAILABLE NOW... NO WAITING...

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REDUCE WETCLEANING as much as 99%

REDUCE RECLEANS practically to zero

NO RINGS
NO DISCOLORATION
NO TEDIOUS FEATHERING

INCREASE SPOTTER'S PRODUCTION of higher quality

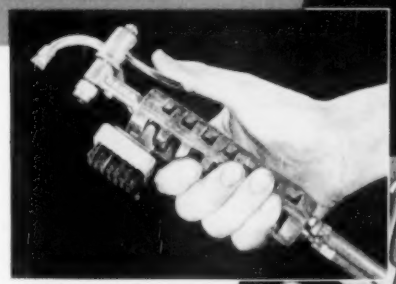
INCREASE CLEANING-ROOM CAPACITY

IMPROVE FINISHING QUALITY

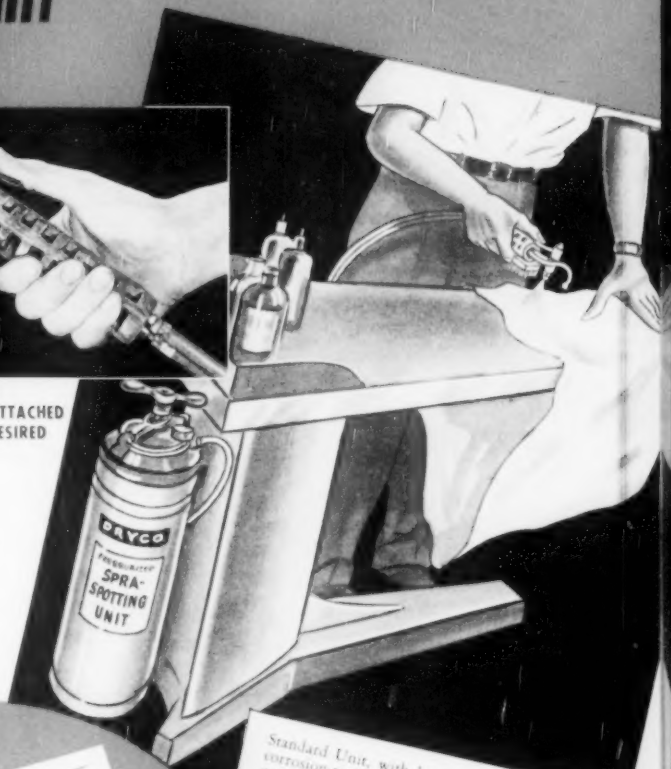
EITHER OF THESE PROVED

SPOTTING UNITS

or... Standard Unit 2 Guns in 1



REMOVABLE BRUSH MAY QUICKLY BE ATTACHED OR DETACHED AS DESIRED



MECHANICAL FEATURES

Consists of regular DRYCO Pressurized Tank, and (for those who prefer it) new Combination Steam-and-Spra-Gun with brush attached. No overhead arm—when out of use, 2-in-1 Gun hooks to side of spotting board.

OPERATING FEATURES

Steam gun (connected to your present steam unit) operated by foot control; Spra-Gun (connected to the Pressurized Tank) operated by thumb lever. Unbreakable plastic handle—nothing to crack or peel away; air-cooled for operator comfort. Steam-tube is well separated from Spra-tube to keep solvent solution cool. These features found in no other combination gun! Brush attached for necessary cleaning of necklines, cuffs, hems, etc. . . saves operator laying down gun to pick up brush . . . saves time, improves spotting quality.

PAYS FOR ITSELF

Like the DeLuxe Unit, with which DRYCO gave the industry SPRA-SPOTTING—the greatest development in drycleaning since the invention of the steam gun—this Standard Unit with "2 Guns in 1" will pay for itself in a few days out of direct labor savings. *Only* DRYCO gives you your choice of TWO units to improve operations all through the plant!

$49.50

Standard Unit, with large supply tank of corrosion-resistant stainless steel, with self-contained pump assembly, steam gun and SPRA-gun contained in one air-cooled plastic handle with long-wearing brush attached.

Model 4005, f.o.b. Chicago, [illegible] $49.50

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INCREASE FINISHERS' PRODUCTION as much as 25%

REDUCE CLAIMS with safer handling

CUT COSTS all along the line

SAVE 13.4¢ per garment by avoiding wetcleaning

AN EXCLUSIVE PRODUCT OF

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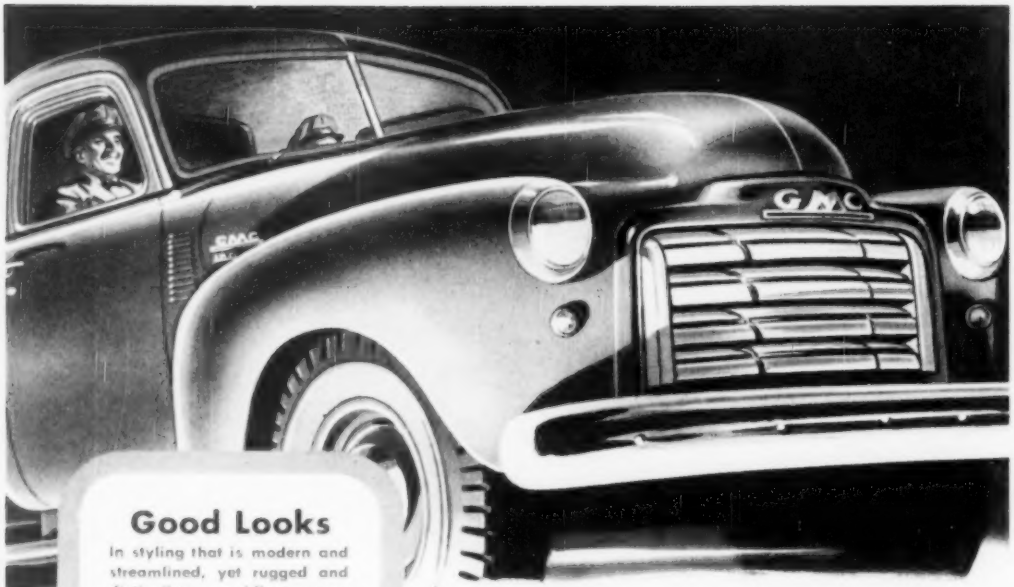

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In styling that is modern and streamlined, yet rugged and distinctive, providing exceptional owner identification and advertising value.

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In cabs that are tailored to drivers' needs with plenty of leg and elbow room, wide, deep adjustable seats, big windshields and windows . . . many passenger car driving conveniences.

Easy Handling

In a long list of features that include recirculating ball bearing steering, positive, easy-action, truck-built clutches and brakes, famous Syncro-Mesh transmission standard or optional on virtually every model.

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In seven GMC-built gasoline sizes that are basically the same as the war-famed "Army Workhorse," plus four- and six-cylinder Diesels of renowned GM 2-cycle design.

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In deep, strong frames truck-engineered to support truck loads . . . heavy, husky axles, springs, transmissions, wheels and bearings, all specifically designed for long life in toughest hauling service.

GMC Gives You All These *Plus...*

When you buy a GMC for dry cleaning pick up and delivery, you get extra value in all the features that go to make up a truck. But beyond these, you get many plus factors. GMC's are products of the world's largest exclusive manufacturer of commercial vehicles. They are created in the industry's most modern Engineering Building . . . developed and tested, part by part, in the industry's best-equipped dynamometer laboratories. What is even more important to you as a buyer, they benefit from the renowned research and development facilities of General Motors, and the General Motors Proving Ground. If you want extra truck economy, performance, dependability and long life, it will pay you to count and consider the many extra features and qualities GMC trucks provide.

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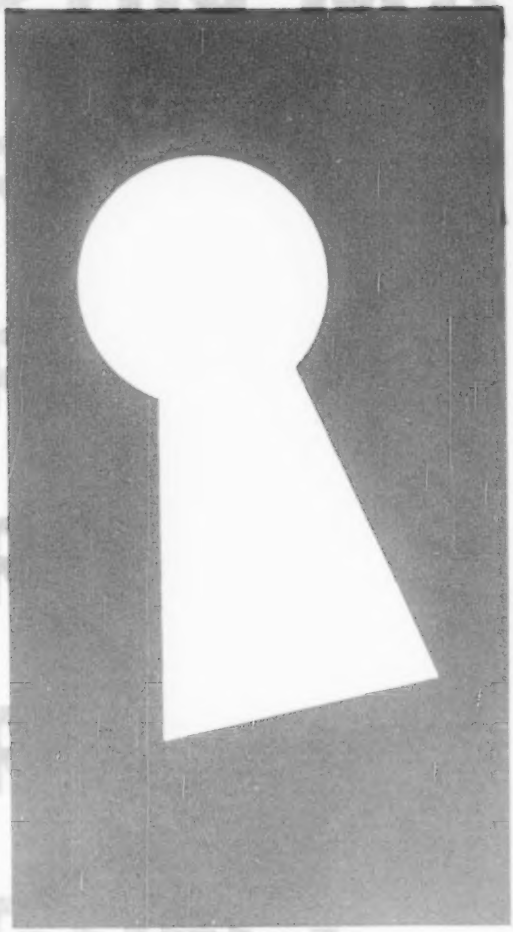

● Just off the presses is a brand new book, crammed with facts and figures about perchlorethylene cleaning every drycleaner should know. This booklet, which is simply written and profusely illustrated, will in a few minutes of your time give you a most valuable insight into the fast-growing perchlorethylene cleaning industry.

This booklet is yours for the asking. Use the handy coupon below.

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National CLEANER and DYER

Vol. 41, No. 3 EDITORIAL MARCH, 1950

LITTLE MAN, WHAT NOW?

TODAY we are being overwhelmed by stories of H-bombs, A-bombs, malevolent continental alliances and vicious uncivil labor practices. The vast proportions of world events numb our mental processes. We forget our strength. We forget the power of the American voter. And so we forget to fulfill our responsibility. Actually, we don't forget, we just don't bother!

The small business man, as a group, are the remaining truly democratic element in the United States today. Also their employees are still independent enough, in general, to do their own thinking rather than let the union "whip" do it for them. These employees, many of them, still have spirit enough to think of someday going into business for themselves, rather than sinking into the stifling bureaucracy of big business, big labor or big government.

We aren't writing this article from a particular political slant, although we do have definite opinions about current socialistic trends versus sound economy. What we want every drycleaner reader to do is to vote *twice* this year. We're urging it now, because some primaries are scheduled to be held within the next couple of months.

Politicians are influenced by *all* votes, the losing votes as well as the winning votes. Winning votes put a man into office; losing votes tell him the margin by which he has to be careful. If a large number of possible votes are actually cast, the man elected knows the electorate is stirred up, alert, even restive.

In the next few years every election, small or large, should show a record percentage of possible votes cast. Political trends are changing direction on both local and international levels. They will crystallize much faster if our leaders know how *all* of us feel on important policies.

There is another way to make your vote carry weight. A politician can only judge the unknown in terms of the known. Every time you write him a letter, send him a telegram, or button-hole him at the church bazaar, he can't brush you off entirely. He is always calculating just how many other people have your particular viewpoint. He regards you in terms of the nineteen other guys who don't speak up. Therefore a vocal voter carries weight far beyond the value of his single vote.

So keep voting throughout the year by letting senators, congressmen, legislators and aldermen know what you feel. Instead of grousing over the back fence about what they might do to, tell them.

But, above all, prepare now to let Stalin and the rest of the world know that democracy is not dying in the United States. Do this by resolving to vote at every opportunity. Prepare now to ignore your golf clubs and be at the polls on November 7, 1950.

UNIONS AS COMPETITORS

THE unions plan to go into the laundry and drycleaning business as a tool for organizing plants. They do not expect to make money. They don't have to with the internationals' warchests to draw from.

Thus plantowners face the double threat of vicious price competition from the union laundries and drycleaners plus a "fifth column" within their own plants directly or indirectly sabotaging their own operations. It worked in Indianapolis, where the AFL purchased a laundry and jammed the market until the other plants consented to bargain. The local association became the plantowners bargaining agent and a contract was signed and put into operation. Meanwhile the CIO had done considerable organizing while everybody was busy watching the AFL. So the CIO demanded, and got, an NLRB election. The AFL was affirmed the bargaining agency for employees.

Now the CIO is threatening to buy or even build a "million dollar" laundry in Indianapolis to "care for the 400 odd members dispossessed" by the NLRB election. (Note: the employees with CIO affiliations have a period of grace in which to join the AFL before their jobs are in jeopardy.) But the manifest intent of the CIO's proposed laundry, if its proposal is sincere, is to maintain a foothold in Indianapolis. Then it can wage war against the AFL plants—with the plantowners caught in the middle as usual.

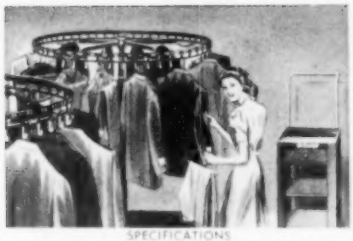
There are several interesting conjectures to be made concerning this trend. One is whether the unions won't find laundries or cleaning plants hard to unload when they have served their purpose, and hard to operate economically in the over-expanded market that they had to create to be effective. It wouldn't take very many union plants scattered over the country, and losing money, to drain even big union treasuries.

However, the biggest story was that the NLRB consented to hold the election. The NLRB has tended to ignore service industries because the individual units were too small. The Indianapolis group involved forty-two plants. The NLRB took jurisdiction because some of the group's members dealt in inter-state commerce, and because the machinery, equipment and supplies purchased by the entire group represented a very substantial amount of inter-state commerce.

From this it can be implied that the NLRB will take jurisdiction for an election to choose union representation, if the plantowners are combined to resist organization or are represented in negotiations by one agent. It is possible the NLRB may take jurisdiction if a major portion of the plants in a locality are embroiled in inter-union strife, even though the plants may each be negotiating their own contracts.

The main point is, the National Labor Relations Board has held a major election in the service industries.

SORTING TIME CUT IN HALF!



SPECIFICATIONS

Diameter ..... empty, 4 ft., loaded, 6 ft.
Floor space (loaded) ..... 6 x 6 ft.
Capacity ..... 350 dresses or 200 suits
Height ..... adjustable from 62 to 80 in.
Shipping weight, reel ..... 170 lbs.
Shipping weight, desk ..... 145 lbs.
Invoice clips (optional) ..... Set of 50
Bishop Sorting Reels work efficiently without invoice clips. However, they are available if desired. Additional for set of 50 clips $7.50

USE ONLY HALF THE LABOR! HALF THE SPACE!

No plant can afford to be without these new Bishop *Self-Assembling* Sorting Reels. Self-Assembling, because the operator stands in one spot, turns the reel to the slot number that matches the last two digits on the tag number and presto! the orders automatically assemble themselves! One girl does the work of two men, but in half the time! Bishop Reels need only half the floor space of straight racks of the same capacity. Adjust 62 to 80 in. high, for short or tall operators, for formals, for drapes. So many other uses too—will call storage, branch stores, furs, silks, etc. Modernize today with Bishop Reels—their savings will pay for them in a month.

No. B12-50 Bishop Self-Assembling Sorting Reel $99.50

No. B12-D Invoice Sorting Desk and Tote 38.50

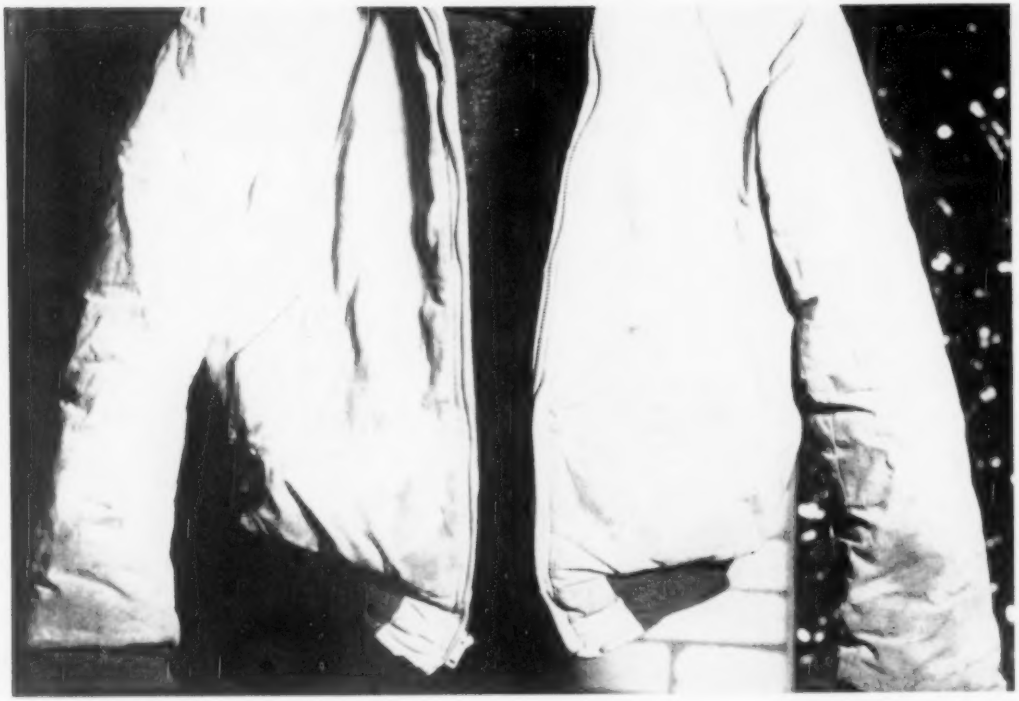
Order Through Your Jobber

• Speed unfinished garments to spotters and pressers with these fast-moving carts. Fireproof and dust-proof because they're all metal. Replace space-wasting tables and baskets, reduce wrinkling, eliminate stooping and bending. Buy several! Capacity: 100 lbs. wools or 2 open end tumbler loads. 48" wide, 38" long, 26" off the floor. Ship. wt. 90 lbs. (packed k.d. 43 x 21 x 8¼ in.) $29.50.

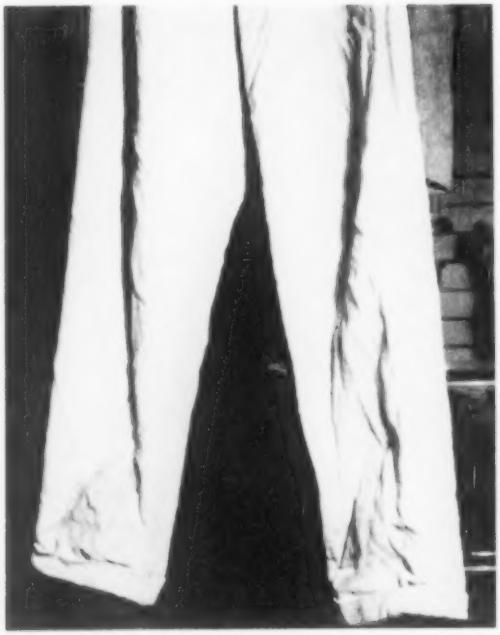
from Tumbler — to Spotter — to Presser

BISHOP SORTING REEL

PATENT APPLIED FOR



The engraver was asked to do a good job, and he did! He cleaned all the dirt off the jacket and pants, which looked like lower sleeves on jacket



DRYCLEANING

Quality Cleaner's Reputation for

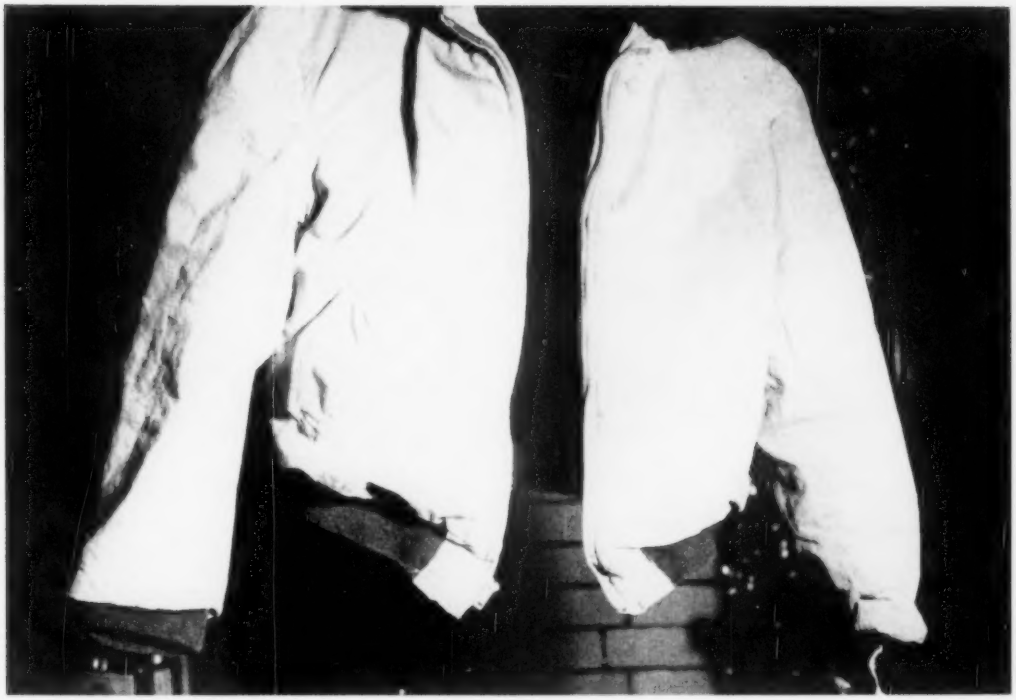
by WILLIAM R. PALMER

RAINWEAR, storm jackets, corduroys, velveteens and other cottons, all can be drycleaned as nicely as other garments—without shrinkage, without bleeding colors, and with a soft natural finish. Darko & Sons in Indianapolis, Indiana, are doing it very successfully. In fact, they feel their performance on "cottons" is a major factor in their steadily mounting volume.

The Darko routine is uniform for all cotton garments. In addition, all "re-runs" from the regular loads are included in the cotton loads. Each load is weighed carefully and the soap measured accurately.

The soap is a well-known heavy prespotter made into a "1-1-1" stock solution of equal parts by volume of prespotter, Stoddard solvent and water. Two ounces of this stock solution are used to each pound of garments. The soap is added quite slowly to the washer so that none of it will be concentrated in any one garment or sections of one garment. The solvent level of the drycleaning run is low.

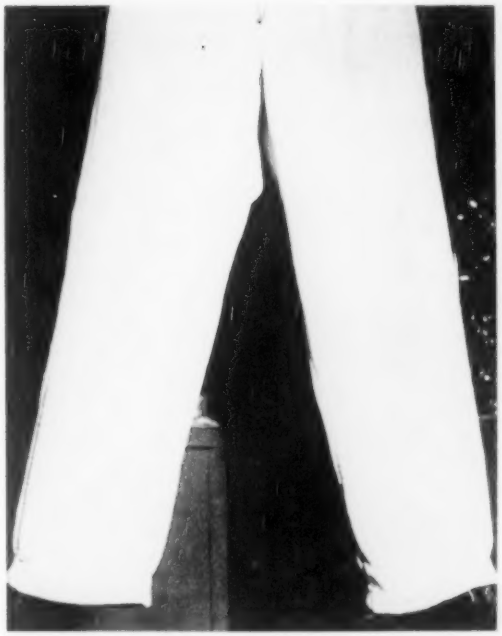
Thirty minutes are allowed for the soap run. Then the load is either given a light extraction, or more often is left in the washer on the drainboard for 10 minutes or more. The cotton load is usually run just before the lunch hour so that it can drain during the idle time. Then it is rinsed, in distilled solvent, for another half hour.



COTTONS

Handling Troublemakers Grows

Pictures on this page were taken as the jacket and pants came from the tumbler. Even harder to illustrate is the soft fabric and clear colors



Final extraction is short. Depending on the number of heavy garments in the load, the first 10 or 15 minutes of the tumbling cycle are in a cold tumbler with the tumbler door open. This allows the forced draft of cold air to carry off most of the moisture in the garments. Shrinkage is avoided, therefore, because the shrinkage triplets of heat, moisture, and mechanical action are never present all at the same time. Finally, the tumbling cycle is completed with the tumbler door closed and moderate heat being induced.

The Darkos have found comparatively little prespotting necessary on even the very soiled garments. When prespotter is used, however, they employ the same stock solution diluted with an equal amount of solvent and then brushed into the area that needs extra cleaning action.

The illustrations on these pages are entirely unretouched "before and after" shots taken at the same distance with the same exposure and light source. The most heavily soiled pieces in a light colored load, they went through the usual cotton cleaning cycle without prespotting. The boy's jacket in particular had looked as though he carried coal loose in his arms, while the trousers were so encrusted with sweat and mud that they could almost stand by themselves. Both of these items came out soft and clear, with only a couple of spots on the trousers for the spotter to knock out.

Cottons are no headache for the Darko outfit in Indianapolis. ▪ ▪

Reading wins conference by widest margin in history of MacIntosh Associates. Bruce MacIntosh (left) presenting plaque to "Bud" Fine and his laundry and drycleaning managers, Ralph Gessner and Al Voss

MacINTOSH

Study of Management Group's Annual Accounting....Through Eyes of Small Plant Operator

By WILLIAM R. PALMER

OPERATORS of small drycleaning plants are inclined to complain that trade papers, associations and even allied trades firms neglect their interests in favor of the bigger drycleaning firms. This is because they persist in thinking their problems are different from those of the big fellows. They refuse to see how methods and techniques can be adapted to fit special cases—which is probably why they remain little plant operators.

As we sat in on the latest management conference of the MacIntosh Associates we tried to look at it through the eyes of a small drycleaning plant operator. We are trying to make this report in the light of what such a small operator could learn from it. To make the illustration more vivid we shall call ourselves Bill Little of the Fivesea Cleaners, with an average weekly volume of $500.

The scene of this year's meeting was Miami Beach where the conference is held once every three years. The actual sessions lasted four days, two of them devoted to review and comparison of the different plants' performances, and two days to the presentations of each company's plans for the coming year.

A plaque is awarded annually for the best over-all performance of the past year. The six competing plants are rated in five different contests and the total number of points earned determines the winner of the plaque. The five contests include Laundry Production, Drycleaning Production, Sales Management, General Management and Management Planning. All but the last are based on cost performances. Additional factors in the drycleaning and laundry production contests are quality (as judged by Bruce MacIntosh and Norman Houseknecht), claims per thousand orders, and do-overs per thousand orders.

The costs are taken from a "contest period," which in 1949 was July through September, while the quality, claims and do-overs represented a year's average. By

Left: Somebody has to lose, so Charley Brown of Brown's White City laundry receives possession of Dog House for one year. Right, opposite page: Showmanship in management planning, of which Miami Laundry's skit was typical. Three R's were review, realism and results, carried out in further triple R's such as retraining, research or reorganization

Winners of separate contests, from left: laundry production, Robert Broderick of Hessler; drycleaning production, Al Voss, Reading; sales management, Barrett Finn, Reading; general management (best net profit), William Silliman, Allen. Norman Houseknecht distributes prizes

CONFERENCE

extending the contest period to three months from the previous period of one month, a more normal operation resulted in the competing plants, since pressure is harder to maintain over the longer period.

ALL of the contestants were laundry and drycleaning plants combined. Naturally, Bill Little of Fivesea Cleaners would be interested mainly in the drycleaning operations. He saw that drycleaning volumes ranged from $2,000 weekly up to several times that much. He noticed that the smallest plant used synthetic solvent. Three of the plants were combined route and store operations, particularly Miami and Reading (pronounced "redding"), while the others were chiefly route businesses. Easton, in particular, has a negligible plant-store volume. In fact, Bill noticed a tendency on the part of the whole group to favor route selling as a means of aggressive sales promotion.

Mr. Little, thinking of his own $500 volume, was particularly impressed by the balanced pattern of management existing in each plant regardless of size. A couple of the MacIntosh outfits had only two or three key men, others had a half dozen or more, depending on the plant size. But *every* plant had somebody responsible for each phase of management. Even though many men had double or triple assignments, no management responsibility was slighted. Bill Little wondered whether he mightn't profit better by a little more attention to sales and costs and a little less personal attention to the spotting board.

He was also impressed by the equal division of time at the conference into reviewing what had happened in the past year and into planning what was to be done in the coming year. In fact, he heard Bruce MacIntosh say the primary purpose of the conference

DRYCLEANING PRODUCTION CONTEST TABULATION

July — August — September

OPERATION	POINTS (Bold face type indicates winning figures)											
	ALLEN		BROWN'S		EASTON		HESSLER		MIAMI		READING	
	Cost	Prod.	Cost	Prod.	Cost	Prod.	Cost	Prod.	Cost	Prod.	Cost	Prod.
LABOR												
Marking (incl. envelopes), per 100 tags	1.14	75	1.26	63.73	1.08	88	**.89**	92	1.22	67.70	1.06	**115**
Drycleaning, per 100 lbs.	1.26	64	1.20	74	1.27	78	**.71**	115	1.12	102	.84	**154**
Wet Cleaning, per 100 pcs.	2.00	42	1.35	11	4.45	21	2.79	37	**2.14**	**48**	2.47	47
Wool Spotting, per 100 pcs.	1.45	49.5	1.46	59.2	1.67	57	1.09	92	1.75	54	**.55**	**179**
Silk Spotting, per 100 pcs.	4.04	33.8	3.63	23	3.80	33.5	2.67	33.9	3.79	34	**2.60**	**44**
Wool Pressing, per 100 pcs.*	7.11	13.9	5.41	16	5.08	20	**4.40**	20	6.98	13.8	4.58	**35**
Silk Pressing, per 100 pcs.*	8.43	12	5.12	12	**4.45**	20	5.08	17	7.08	11.6	4.80	**28**
Free Repairs (all pcs.), per 100 pcs.	5.54	14	7.33	19	4.38	20	3.33	24	4.30	18	**3.31**	**34**
Inspection and Assembly, per 100 pcs.	2.57	36	3.04	21	1.80	45	**1.55**	51	2.04	48	1.57	**65**
Paid Repairs % of sales/Rev. P.O.H.	93.9	1.13	89.5	1.19	53.3	2.10	40.06	2.80	**31.2**	2.90	40	**3.73**

*Pressing points will be awarded based on your list of pants, coats, dresses, etc., processed

SUPPLIES	Cost	Cost	Cost	Cost	Cost	Cost
Marking Supplies, per 100 tags	.176	.248	.097	**.041**	.138	.149
Solvent, per 100 lbs.	.663	.597	**.547**	.610	.717	.628
Soaps, chemicals and spotting supplies, per 100 lbs.	.481	.675	.513	.664	.662	**.251**
Tailoring and Finishing, per 100 tags	.506	.413	.526	**.110**	.455	.510
Packaging, per 100 tags	.50	1.43	1.41	1.14	1.45	**.971**

QUALITY—judged over the year by MacIntosh and Houseknecht (in %)						
	94	91	89	93	**88**	95
Claims—per 1000 orders, over the year	3.1	7.8	3.5	**1.2**	5.2	5.6
Do-overs—per 1000 orders, over the year	14.9	11.3	14.6	10.0	14.7	**10.2**

NO POINTS FOR FOLLOWING						
Productive payroll percentage	57.06	50.06	59.41	54.81	51.46	54.09
Revenue per pound	456	453	44[illegible]	436	525	441
Revenue per piece	4[illegible]	451	46	454	475	465
Average hourly wage	1.[illegible]	1.[illegible]	1.[illegible]	1.[illegible]	1.[illegible]	1.[illegible]
Sales per productive hour	1.04	1.19	1.22	1.14	1.14	1.27

Labor cost of paid repairs is in percent of paid repair sales, while paid repair production figure is in terms of paid repair sales divided by total operator hours in that department. Figures at bottom of chart, not used in scoring because they are result of figures above, are still of interest. Reading laundry, with lowest productive payroll, has highest average hourly wage, therefore highest sales per productive hour. Notice also that Allen laundry, which had best profit percentage last year, shows highest revenue per pound and per piece.

was to spur the management of each plant to more thorough long range planning.

Before the impersonal testimony of the scoreboard there is no such thing as an alibi for poor performance. When the manager, sales manager or production manager of a particular MacIntosh firm reads off a cost or production figure that suffers by comparison with the others, he may explain why it happened. But he is more likely to state what has been done to remedy the situation. Often he will even quote figures for the interval between the contest period and the conference to prove that the questionable situation is already improving. Here Bill can see eloquent proof that there is hardly ever any excuse for postponing action in a bad situation.

In the drycleaning production contest Bill Little saw a blow dealt the industry's favorite alibi that quality and volume don't go together. Over the year at unannounced intervals Bruce MacIntosh and Norman Houseknecht had inspected the delivery racks and laundry bins of each plant and rated the quality of the work awaiting delivery to the customers. This year the largest plants also had the best quality of drycleaning. Miami Laundry, the plant with the largest volume of drycleaning, was rated the highest in quality, also.

Mr. Little also noted with interest that most of the plants were in the habit of inspecting and rating their own quality periodically. Although the management of each plant tried to be as impersonal as possible, the plant's own ratings rarely coincided with those of Messrs. MacIntosh and Houseknecht, who had a tendency to be somewhat harsher.

Of considerable interest was the weighting, in points, given for achievements in each department of drycleaning production. Point values were determined in direct ratio to normal percentage of the total cost. For instance, the MacIntosh group considered wool pressing the most expensive operation. The winner in wool pressing therefore received 132 points, which was eleven times the meager 12 points awarded the winner in the wetcleaning department. Spaced between those two in order of normal cost according to MacIntosh standards were silk pressing, inspection and assembly, marking, free repairs, silk spotting, drycleaning, paid repairs and wool spotting.

Admittedly, these values are arbitrary. For instance, the production records showed for all but one of the plants a higher cost for silk finishing cost than for wool

The Biggest Dry Cleaning Ad Ever Run!

...TELLS ALMOST 4,000,000 *POST* FAMILIES OF THE SUPERIOR ADVANTAGES OF SANITONE DRY CLEANING —AND TELLS THEM WHERE TO GET IT LOCALLY!

Now . . . two full pages in the May 20 issue of Saturday Evening Post to catch the buying eye of the cream* of the dry cleaning market! Includes hard-hitting, reason-why selling of Sanitone quality PLUS a handy, where-to-buy-it guide listing the name and location of every Sanitone licensee in the U. S., Canada, and abroad! This list of 900 names will emphasize the widespread acceptance of Sanitone service . . . . will designate each cleaner as a member of a nation-wide group which subscribes to uniform high quality standards!

As always, full-scale Sanitone merchandising and promotion—special displays, mailing pieces, broadsides, window posters, newspaper tie-in ads—will parlay this ad into even greater increased sales volume! Just one more example of the complete support that Sanitone gives all licensees to keep sales and profits going up! Some franchises still available for qualified dry cleaners . . . . get the facts today!

*Surveys show that ¾ of Saturday Evening Post circulation is among families who spend 75% of all money spent on dry cleaning.

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APPROVED SANITONE SERVICE

SANITONE Dry Cleaning Service

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Left: Hessler Laundry's skit was a baseball game between the laundry and its market with Don Summers slugging the four bagger that breaks up the ball game. Above: Jim Larimore of Miami Laundry presents Bruce MacIntosh an outboard motor on behalf of all the associates

finishing. This is probably because of the higher value placed on wool finishing, rather than in spite of it. We can assume that most of the plants were concentrating on that biggest melon. By changing weightings emphasis can be shifted to the department most needing correction in the majority of plants.

But those weightings can give the boss of Fivesea Cleaners plenty of food for thought. The next time he hesitates to spend another dime for dryecleaning soap he'll consider the dollars saved in silk and wool finishing.

In like fashion packaging leads supply costs, followed by "soaps, chemicals and spotting supplies," then solvent, and finally marking supplies and tailoring supplies in equal value.

But the heaviest weightings in drycleaning production were given to "quality" and to "claims" with 150 points each. This year it made little change in the outcome, but in previous years there have been upsets resulting from this heavy weighting in favor of the customer.

In the contest on claims Miami Laundry, which produced the poorest record on the surface, raised the question of what constituted a claim. This was certainly justified in view of its high quality rating and fair dreover record. It developed that Miami called everything a claim that was questioned by the customer in any way whatever, even to delayed delivery of garments that required extra processing. In other plants a claim was not official unless the driver or store girl

Route expense is charged to route sales, store expense to store sales. Promotion expense is percentage of total sales. Drycleaner reader should remember that these are all combined plants with drycleaning volume averaging half laundry volume. Lest cost reduction be too vigorously sought after, equal scoring value was given for volume increase.

DELIVERY AND SALES CONTEST

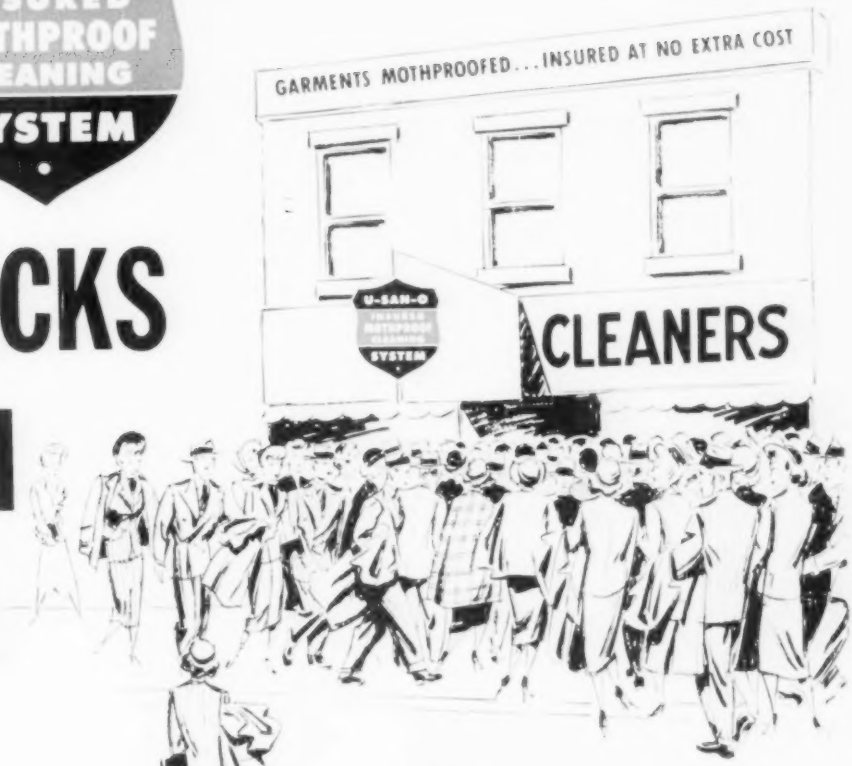
October, 1948 — October 1, 1949

	ALLEN	BROWN'S	EASTON	HESSLER	MIAMI	READING
TRUCK COLL. AND DEL.						
Routemen's Wages	[illegible]	10.43	11.08	[illegible]	13.61	13.84
Route Supervision	[illegible]	[illegible]	1.33	1.42	1.46	1.71
Delivery Operating Expense	[illegible]	[illegible]	3.57	[illegible]	2.95	2.59
Depreciation	.10	1.45	.31	1.31	1.52	1.04
Liability Insurance	[illegible]	[illegible]	.19	.10	.11	.19
Agency Expense	.11	.10	.27	.44	.05	.04
TOTAL Truck Coll. and Del.	[illegible]	[illegible]	[illegible]	21.41	[illegible]	19.96
STORE COSTS						
Wages and Salaries	[illegible]	[illegible]	14.47	[illegible]	15.82	13.21
Supervision	1.42	1.43	[illegible]	1.00	.83	1.75
Store Operating Expense	1.59	1.42	.44	2.15	2.93	2.40
Depreciation	.09	.60	.23	1.45	.60	.51
Rent	2.43	4.58	3.82	6.42	7.67	4.99
Collection and Delivery	1.53	.60	—	1.56	1.46	2.02
Store Shortages	—	—	—	.24	1.30	.10
TOTAL Store Costs	[illegible]	17.54	25.54	25.45	28.13	22.98
TOTAL Coll. and Del. Costs	**17.97**	19.44	19.79	27.93	31.81	30.08
SALES PROMOTION EXPENSE						
Advertising	1.82	1.44	1.12	1.18	2.36	1.11
Sales Promotion Salaries and Expense	2.06	1.66	2.14	1.84	4.36	2.00
Claim Adjustments	1.31	1.88	1.07	.70	2.43	1.15
TOTAL Sales Promotion Costs	**4.71**	5.00	5.07	5.10	8.95	4.26
SALES INCREASE						
Laundry Sales Increase (in percent)	[illegible]	[illegible]	[illegible]	[illegible]	**11.08**	[illegible]
Drycleaning Sales Increase (in percent)	[illegible]	[illegible]	**9.51**	[illegible]	[illegible]	[illegible]

*

U-SAN-O
INSURED MOTHPROOF CLEANING
SYSTEM

PACKS 'EM IN



Today, customers want value . . .

U-SAN-O mothproof cleaning gives it!

Alert cleaners nationwide have turned to *volume-getting* U-SAN-O to keep profits up. With it, they advertise "all garments we clean are mothproofed at no extra cost," giving customers a *plus*-value. U-SAN-O is applied in the wheel. Every garment U-SAN-O treated is insured against moth damage for six months by one of the oldest and largest insurance companies in North America.

U-SAN-O
INSURED MOTHPROOF CLEANING
SYSTEM

AMERICAN MOTHPROOFING COMPANY

711 NORTH EUCLID AVENUE, ST. LOUIS, MISSOURI

The Sign of a Money Making Dry Cleaning Establishment.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

PROFIT AND LOSS AVERAGE

SALES

Laundry	$ 9,153
Rug Cleaning	52
Drycleaning	4,662
Storage	40
Total Plant	13,907
Purchased Service	103
TOTAL SALES BY SERVICES	14,010
Routes	11,242
Stores	2,000
Undelivered Sales	768
TOTAL SALES BY OUTLETS	14,010

OPERATING COSTS	PERCENT
Laundry	33.44
Drycleaning	27.28
Rug Cleaning and Storage	25.78
TOTAL PRODUCTIVE LABOR	31.18
Nets and Marking	.67
Washroom Supplies	2.48
Water and Softener	.79
Ironing Supplies	1.25
Packaging Supplies	2.48
TOTAL LAUNDRY SUPPLIES	7.67
Marking Supplies	.37
Solvent, Cleaning and Spotting	3.09
Tailoring and Finishing	.60
Packaging Supplies	2.59
TOTAL DRYCLEANING SUPPLIES	6.65
Storage Supplies	2.99
TOTAL SUPPLY COSTS	7.28
Power Plant Wages	.66
Fuel	2.33
Repair and Maintenance	.47
Depreciation	.41
Insurance and Taxes	.05
Purchased Power	.58
TOTAL POWER COSTS	4.50
Repairs and Maintenance	.68
Depreciation	.41
Insurance	.10
Taxes	.30
TOTAL BUILDING OVERHEAD	1.49
Repairs and Maintenance	1.56
Depreciation	2.19
Insurance	.09
Taxes	.14
TOTAL MACHINERY OVERHEAD	3.98
Indirect Labor	1.16
Superintendence	2.68
Supplies and Expense	.58
Compensation and Other Insurance	.48
Payroll Taxes	.88
TOTAL INDIRECT OVERHEAD	5.78
TOTAL PLANT COSTS	54.21
Routemen's Commissions	12.74
Route Supervision	1.76
Delivery Equipment Operating Expenses	2.70
Depreciation	.98
Liability and Other Insurance	.16
Agency Expense	.41
TOTAL ROUTE DELIVERY COSTS	18.75
Wages and Commissions	10.90
Supervision	1.26
Store Operating Expense	3.11
Depreciation	.80
Rent	5.97
Collection and Delivery	1.50
TOTAL STORE COSTS	23.54
TOTAL COLLECTION AND DELIVERY COSTS	18.53
Advertising	1.38
Sales Salaries, Sales Expense	3.09
Claim Adjustments	1.50
TOTAL SALES PROMOTION COSTS	5.97
TOTAL COLLECTION AND DELIVERY AND SALES PROMOTION	24.50
Office Salaries	1.83
Printing and Postage	.56
Other Office Expense	.36
Depreciation	.12
TOTAL OFFICE COSTS	2.87
Executive Salaries	2.45
Employee Free Work	.59
Dues, Donations, Subscriptions	.26
Bad Debt Allowance, Other Administrative Expenses	1.56
Miscellaneous Expense	1.30
TOTAL ADMINISTRATIVE COSTS	6.16
TOTAL OPERATING COSTS	88.33
OPERATING PROFIT	11.67

Average statement for all Mackintosh plants. Route and store sales and expenses separated where possible; laundry and drycleaning productive labor and supplies are figured against laundry and drycleaning sales

conduct handle it and the "claim" department had to take charge.

WHEN the figures were recorded for the delivery and sales contest, Bill Little got another surprise in the percentage of gross sales being devoted to "sales promotion." This ranged from Allen Laundry's 4.71 percent to Miami Laundry's 8.65 percent. These figures were in addition to collection and delivery costs that include the regular commissions to routemen and store girls.

Bill noted in particular that salaries and expenses incidental to sales promotion were generally twice the

(Continued on page 58)

Heat's out! Shirtsleeve sessions when they look at last year's record are continual question and answer periods

Manitowoc

$4,350*

f.o.b. Manitowoc, Wis.

COMPLETE with Tank, Still, Filter, Washer-Extractor, Recovery Tumbler

WASHES, EXTRACTS, TUMBLES, DEODORIZES, RECOVERS SOLVENT

Here is a great, new, complete, Perchlorethylene dry cleaning unit built to cut your original investment to a minimum, yet provide maximum capacity of high quality work. Your dollar buys more in a Manitowoc — a *complete* dry cleaning unit, with all the basic features, functions and capacity of units costing hundreds of dollars more.

Washer-extractor drum holds a 55 lb. load, and since the recovery tumbler with equal capacity is operated simultaneously, the total capacity is doubled. Factory tests indicate an average 20 minute wash-extract cycle and a 20 minute recovery cycle, providing balanced operation.

Tumbler may be purchased separately if desired at a price of $1,150 with either single or 3 phase current.

It's today's greatest value in dry cleaning equipment. Get complete facts send for Bulletin 501.

** Price quoted on 3 phase current—single phase $15 extra.*

Price Includes

Factory Planned Installation

Purchase price of unit includes factory-planned installation and complete operating instructions.

Warranty

Manitowoc provides a six-month service guarantee, plus scheduled inspections by factory trained representatives, and a 1 year guarantee against defective parts and workmanship.

On Display See this remarkable Dry Cleaner at the N.I.C.D. Show, CHICAGO, MARCH 12-15, BOOTHS 790-791.

Manitowoc *Synthetic*

PERCHLOR DRY CLEANING UNIT

MANUFACTURING DIVISION of
MANITOWOC SHIPBUILDING CO.
512 - 16th STREET
Manitowoc, Wisconsin

When writing to advertisers please mention The NATIONAL CLEANER & DYER

TRIPLE ACTION

DRISYN CLEANS!

DRISYN saturates garments with millions of tiny chemical atoms that pull out deeply embedded dirt and remove soil that's insoluble in solvent. DRISYN surrounds the soil and deposits it at the filter, without causing pressure. It prevents redeposition of soil!

DRISYN ENERGIZES SOLVENT!

DRISYN makes the solvent penetrate deeper and faster . . . breaks down surface tension on garments . . . leads the solvent to the soil!

DRISYN CONTROLS MOISTURE!

DRISYN attracts—captures—controls all the moisture in the garments and puts it to work . . . holds it in a tight, stable emulsion that cleans—cleans—cleans!

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DREW DRISYN

. . . one 5-gallon pail makes 275 gallons of the finest dry cleaning soap you've ever used—at a cost as little as 25c a gallon. And this standard stock solution cleans every classification!

DREW DRISYN is sold by responsible jobbers . . . serviced by Drew Dry Cleaning Servicemen!

DREW DRISYN . . . as vital to cleaning as soap is to washing!

Ask your jobber or write for information today!

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DREW PRODUCTS

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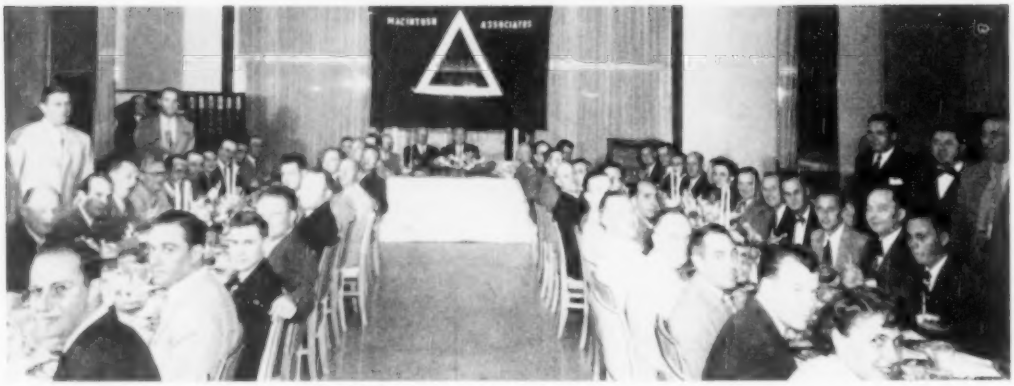

Calm after the storm. Final banquet, awarding of prizes, strengthening of resolutions that "next year will be different"

(Continued from page 44)

expenditures made for advertising proper. In other words, sales promotion should be a responsibility of an executive. In all fairness, however, it should be pointed out that the MacIntosh plants all favor the "blitz" technique of building volume by putting all junior routemen, route supervisors and other available personnel into a mass doorbell-punching spree, which influences the labor costs of sales promotion.

Little also noted that spending a given percentage of sales dollars on sales promotion didn't guarantee a given return. Brown's White City Laundry of Allentown, Pennsylvania, and the Easton Laundry of Easton, Pennsylvania, with practically the same expenditures for sales promotion and similar sales programs, showed entirely different results. Differences in markets and economic conditions in the two cities, as well as the effectiveness of competition, point up the need for knowing and adapting your operations to your own market.

OUR Fivesea Cleaners friend watched the management-planning contest with avid interest. Here the business of running a drycleaning plant came to life. Here each of the competing member firms not only had to plan a year's operation in every phase of management, but also to plan it in sufficient detail to enable it to be dramatized in a 90-minute skit. Here could be no vagueness with Messrs. MacIntosh and Houseknecht.

Norm Houseknecht tosses out sample of faulty plant practice to dramatize "missing ingredient" of pleasing customer with service rather than offending her with excuses.

plus a member of the press weighing every proposal for its practicality and value. To make each presentation more binding, each company has to provide copies of its script, amply illustrated, to all the other delegates and to members of the press.

Balance and completeness were the important elements judged in the management plans. Some skits may have sacrificed attention to detail for dramatic effect. Others were too emphatic about sales operations as compared to production programs. From year to year the values stressed in judging are changed to fit current problems. Hence, the relative values given different phases of each management plan give a vivid picture of trends in drycleaning today.

Points listed were the maximum obtainable in each category. Ten points were for the central theme of each plan and the clarity of its presentation. Examples were "trimming our sales," "going back to school," etc. Fifteen points were awarded for reviews that clearly presented what had occurred in the past year and depicted the company's present position.

Twenty points each could be given for production plans in laundry and drycleaning that promised lowered cost, improved production and better quality. Plans included revised layout, retraining programs, incentives, simplified methods, etc. With the stress on sales these days, a thorough, sound sales program commanded 30 points. This highest value of 30 points was also given for "quality," for the accumulated attention given throughout each phase of the plan to improving the product wherever possible.

Twenty-five points each were given for administrative planning (financing, maintaining controls, improving net worth), for budgeting expenses, production and sales, and for research and development of new methods along any line pertaining to operating a drycleaning business.

Most important is the fact that these values were not publicized before the contest. The management of each firm is expected to evaluate for itself the urgent problems of the moment, and to plan accordingly. The whole program is designed to keep managers alert and moving ahead.

Norman Houseknecht in his keynote speech put his finger on the one most urgent problem, which he called the missing ingredient. Quality of the product must be improved if the laundry and the drycleaning industries are to continue to prosper. The theme and clarity of his presentation were evident to all. # #

fast thorough and profitable!

THE ONLY MACHINE WITH

Automatic Agitation

Water repelling of garments is becoming more important every day as a source of real profits to dry cleaners and laundries. But this fast-growing business cannot be handled satisfactorily or at maximum profits with make-shift equipment.

The HOPKINS Water Repellent DIP TANK does a faster, more thorough job than any other piece of equipment on the market. It provides for complete agitation of the solution . . . so essential to satisfactory results . . . by means of air pressure. This eliminates the danger of the solution becoming rancid and also prevents the possibility of uneven application to the garment. No other machine provides this automatic, effortless, and foolproof method of agitation. It will process 100 garments per hour . . . is easy to operate . . . occupies a floor space of only 2 feet by 3 feet.

For real profits in water repelling, install a HOPKINS. Complete information, prices and name of nearest jobber will be sent promptly upon request. Write . . .

HOPKINS EQUIPMENT COMPANY
Hatfield, Pennsylvania

NEW! "DIP-O-MATIC" COMPLETELY AUTOMATIC DIP TANK. ALSO NEW ATTACHMENT TO PERMIT USING SYNTHETIC WASHERS FOR WATER REPELLING ON THE DRY SIDE.

GARMENT HANGERS • GARMENT FINISHERS • SOLVENT FILTERS • SPOTTING UNITS • DRYING CABINETS • CURTAIN STRETCHERS • BLANKET WASHING MACHINES • WATER REPELLENT TANKS • SPOTTING ATOMIZERS

A "MASTER" Alfred Hopkins ENGINEERED PRODUCT

When writing to advertisers please mention The NATIONAL CLEANER & DYER

EFFECTIVE ROUTE PLANNING

Basic Factor Is Market Analysis of Income Groups and Their Geographical Distribution

by L. F. CHURCH

THE ABC Cleaners, located in a Western city of roughly 75,000 population, had a drycleaning volume of about $175,000 in 1948. Seven pickup-and-delivery trucks accounted for 60 percent of total sales, or $105,000, an average of $15,000 per truck. The XYZ Cleaners in a city of approximately the same size, also in the West and having the same characteristics, had 1948 sales of $125,000 of which 70 percent was obtained with 10 trucks. Sales for the 10 routes averaged $8,750 each.

This difference is typical of the wide variations in sales obtained per truck found among more than 300 drycleaners whose 1948 operating results are known. Only drycleaners having truck pickup-and-delivery service are included in this analysis. Sales per truck in individual plants ranged from $1,080 to $50,000 and averaged $13,426. The following table shows how sales per truck were generally distributed:

Annual Sales per Truck	Number of Cleaners	Percent of Total
Less than $ 5,000	40	12.8
$ 5,000 to $ 9,999	87	27.8
$10,000 to $14,999	74	23.6
$15,000 to $19,999	54	17.2
$20,000 to $24,999	25	8.0
$25,000 to $29,999	15	4.8
$30,000 to $34,999	9	2.9
$35,000 to $39,999	4	1.3
$40,000 to $44,999	3	1.0
$45,000 to $50,000	2	.6
	313	100.0

Forty-one percent of all plants had sales per truck of less than $10,000 per year and an equal percentage were within the $10,000 to $20,000 range. The number of cleaners falls sharply as volume per truck increases above these figures. Only 5 of the 313 plants reported 1948 sales of $40,000 or more per unit.

A number of reasons come readily to mind in trying to explain the wide variations outlined above. Whether or not the drycleaning plant is operated in conjunction with a laundry is an important factor. Size of city or geographical location may also affect sales. Then there is the matter of policy. Many cleaners give pickup-and-delivery service merely as a convenience to customers rather than as a means of building maximum sales volume. In some cases, trucks are operated on a part-time basis, in other instances, routes reach into suburban areas where customers may be relatively few and scattered.

With cleaners who expect truck routes to build volume and attempt to regulate this service to produce the greatest possible sales, however, experience has shown that much effectiveness is lost through faulty planning of truck operations. To correct this situation, those factors which can be analyzed statistically will be discussed below, with the conclusions translated into methods which may be used in planning routes to obtain maximum sales. Accountable variations are those due to combination of laundry and drycleaning service, size of city and geographical location.

Combination Drycleaners and Laundries

Of the 300-odd plants sampled, 117 provided laundry as well as drycleaning service while 196 plants did not. Average sales per truck for firms doing cleaning only were $16,334 while for the plants offering combination services, drycleaning sales averaged only $8,554 per truck. In most cases the same trucks are used for both drycleaning and laundry. Stops to pick up or deliver drycleaning are somewhat fewer than is possible when equipment is used exclusively for drycleaning. Moreover, since the economic status of regular laundry patrons differs somewhat from that of users of drycleaning, it is obvious that in many cases delivery trucks used in dual service do not reach the largest potential market for drycleaning in a given area.

Size of City

The size of a city apparently has considerable effect on sales volume obtained per truck. This is brought out in the following tabulation:

Size of City (thousands)	Average Drycleaning Sales per Truck: Drycleaners and Laundries	Average Drycleaning Sales per Truck: Drycleaners Only
1 to 10	$9,892	$11,302
10 to 25	9,192	16,948
25 to 50	8,076	16,933
50 to 100	8,606	18,640
100 to 250	7,507	19,721
250 to 1000	7,385	18,852
1 million or over	4,717	15,671
All cities	$8,554	$16,334

Size of city seems to have a different effect on exclusive drycleaners than upon truck sales of combination plants. For the latter, average sales per truck generally decreased as population increased. One reason is that more emphasis is placed on laundry sales by some dual-service firms in the large metropolitan cities. Even more important is the separation of markets for each service. Generally, the largest potential for laundries is in lower income neighborhoods than is the largest potential for drycleaners. Because of the wide separation of income neighborhoods, it is more difficult to plan truck routes in our largest cities that will reach the largest combination market.

For firms offering drycleaning services only, average sales per truck were below average in cities of less than 10,000 and in cities of more than one million population. Sales generally increased as cities became larger until a population of from 100,000 to 250,000 was reached, then declined. The average plant finds it harder to cover the large citywide market adequately. The neighborhood shop becomes a bigger factor while driving time from plant also assumes more importance.

Geographical Location

Economic conditions differ greatly from one section of the country to another and drycleaning sales can be expected to vary accordingly. The effect of location, in terms of broad areas, is illustrated on page 52.

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Area	Average Drycleaning Sales per Truck: Drycleaners and Laundries	Drycleaners Only
Northeast	$8,633	$20,620
Middle West	9,067	18,363
South and Southeast	7,048	12,574
Southwest	9,527	16,625
Western and Mountain	9,581	14,119
Pacific Coast	9,248	15,677

The pattern is by no means consistent, insofar as the two types of operation are concerned. Moreover, comparatively high prices in some sections, such as New England and California, may account for part of the differences, and variations in poundage per truck may be less striking. In the South and Southeast, average sales per truck were lowest for both the exclusive cleaners and combination plants. For cleaners only, the Northeast is the most favorable area, followed by the Middle West, while the Southwest is nearest average. For combination laundries and drycleaners, the Western and Mountain states find operators with the largest average volume per truck.

Other Considerations

While some variations in volume of sales per truck are accounted for by geographical location, size of city, etc., further analysis of the data shows wide differences not explainable by these factors. For example, of five firms offering drycleaning service only in Pacific Coast cities of from 250,000 to 1,000,000 population, volume per truck ranged from $3,063 to $25,000. These were 27 percent and 165 percent, respectively, of the group average of $15,429. Other variations, picked at random from subgroups in our sample, were as follows:

Area	City Size	With or Without Laundry	1948 Sales per Truck: Low	High	Average
Northeast	100,000–250,000	Without	$13,333	$36,000	$22,694
Middle West	50,000–100,000	"	8,864	41,250	20,128
South and Southeast	Under 10,000	"	3,841	22,032	9,236
Southwest	50,000–100,000	With	7,125	15,806	10,144
Western and Mountain	25,000– 50,000	"	6,750	15,335	10,726

These figures, and study of the problems of a large number of cleaners over a long period of time, indicate that many operators are not getting maximum sales from their truck service, partly because of faulty or inadequate planning. There are other factors, too, such as driver-salesman training, promotional campaigns, quality of service, etc., but let's look at one simple way of building volume by proper routing of trucks.

Assume that we are operating a drycleaning plant in Detroit, Michigan, and have a present volume of about $500,000 per year. Our budget for next year calls for an increase in sales to about $700,000, not an unreasonable percentage of the total market in Detroit. About 90 percent of our sales have been picked up and delivered, with 20 trucks in daily service; average sales per truck are running at the rate of $22,500 per year. If this ratio is maintained, it will be necessary for our trucks to produce about $630,000 worth of drycleaning. Cash-and-carry sales will total about $70,000.

One of the first questions to be answered is the number of trucks needed. If average sales continue as in the past, eight new trucks will have to be purchased. With systematic planning of routes, however, each truck should produce about $600 per week or $30,000 per year. This means, of course, that our drivers will be out selling and will be spending full time on their routes. But if this goal can be obtained, only one new truck will be needed. This represents a substantial saving which can be accomplished through improved planning of truck operations.

Careful planning requires, first, a good knowledge of the market—its total volume and how it is distributed. For purposes of illustration, assume total 1948 sales of drycleaning in the Detroit city market of about 25 million dollars. While this estimate is not based on careful analysis of the market, it should not deviate from actual sales by a wide percentage. By city market, we refer to the Grosse Pointe area, Gratiot Township, Hamtramck, Highland Park, Ferndale, River Rouge, Lincoln Park, the greater part of Dearborn, as well as Detroit proper.

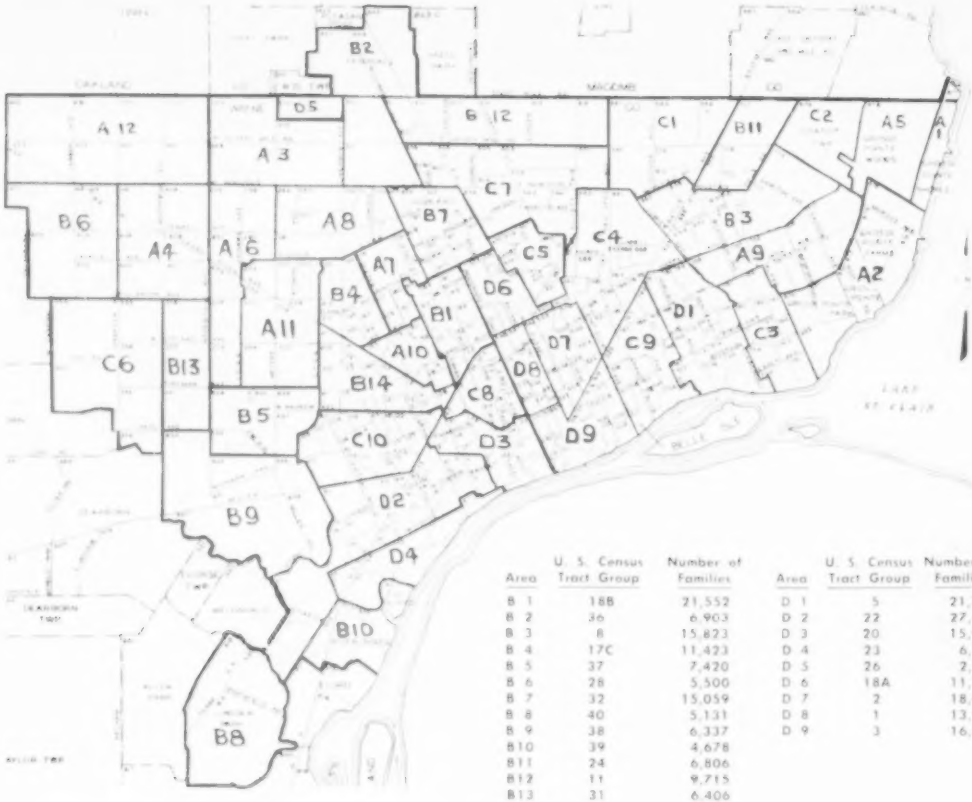
Our budgeted sales of $700,000 are only a little more than 3 percent of this total. At first glance, it might be concluded that the entire volume might be obtained from a small concentrated area. However, assume that the market is highly competitive and that our service is better than average in quality. It is planned to cover all parts of the city but to cover the best markets most intensively. This will make it easier to understand our analysis of the market and steps to be used in planning truck routes. Covering the entire city will also give our operator an opportunity to advertise over the radio, in newspapers and other media giving citywide coverage. Only in this way can the largest possible number of potential customers be reached. Any further expansion program is made easier, too.

Knowing approximately the total market, the next step is to determine its distribution within the city. Experience has shown that approximately 45 percent of all drycleaning is purchased by families in the highest-quarter income group and 30 percent by families in the second quarter. About 25 percent is purchased by the lower-half income group, divided 15 percent in the third quarter and 10 percent in the lowest quarter. In planning routes for 21 trucks to produce sales of $630,000, the city is divided into the same number of areas, each having about the same volume potential. About the same amount of money will be spent for drycleaning in each of these sections, but obviously it will be spread out much thinner or over more homes in some areas.

The division of a city into income groups can be accomplished in many cases with the help of information on family income or home rental values published by newspapers, other advertising media, or city planning groups. In Detroit, typical data of this type are published by the *Detroit News* and its survey will be used throughout the remainder of this discussion.* In those cities where local rental or income surveys have not been made recently, census data on rental values in 1940 may be used. These should be supplemented with information on postwar changes which may be already known by the cleaner or can be obtained from realtors. Real estate or rental values furnish an approximation of income classes adequate for this purpose.

The *Detroit News* Survey for 1945 divided the city into 45 geographical areas in which there were a total of 552,190 families. These areas vary in size and correspond to census tracts used in the U. S. Census of 1940. According to the study made by the *News*, rents ranged from $55 per month in the lowest-value area to an average of $98 in the highest group. The range for average annual income was from $2,100 to $10,000. These 45 sections are ranked according to, first, rental paid, and second, income. On the basis of an average of the two rankings, the city is divided into four large groups each containing a number of families (homes) equal to one-fourth the city's total. Statistics on these sections follow:

*With permission of Detroit News.



Area	U. S. Census Tract Group	Number of Families	Area	U. S. Census Tract Group	Number of Families
B 1	18B	21,552	D 1	5	21,706
B 2	36	6,903	D 2	22	27,481
B 3	8	15,823	D 3	20	15,904
B 4	17C	11,423	D 4	23	6,588
B 5	37	7,420	D 5	26	2,270
B 6	28	5,500	D 6	18A	11,770
B 7	32	15,059	D 7	2	18,060
B 8	40	5,131	D 8	1	13,981
B 9	38	6,337	D 9	3	16,062
B10	39	4,678			
B11	24	6,806			
B12	11	9,715			
B13	31	6,406			
B14	16	20,225			

Group	Number of Families	Average Rental	Average Income
A	132,356	$66.00	$5,181
B	142,978	49.87	4,015
C	143,034	43.56	3,435
D	133,822	38.76	2,859

On the accompanying map* showing the 45 sections, letters are used to distinguish between the four large economic groups: A stands for the highest quarter, B for the upper middle, and C and D for the third and fourth quarters, respectively. The numerals correspond to those in the table below and may be used to locate the boundaries of each subgroup or the four larger main groups. By referring to maps published by either the *Detroit News* or the U. S. Bureau of the Census the location of each neighborhood can be determined exactly.

Area	U. S. Census Tract Group	Number of Families	Area	U. S. Census Tract Group	Number of Families
A 1	35A	212	C 1	25	6,372
A 2	34	7,353	C 2	35C	1,538
A 3	12	15,242	C 3	6	18,999
A 4	29	10,163	C 4	9	18,241
A 5	35B	2,000	C 5	33	11,347
A 6	13	12,847	C 6	30	4,592
A 7	17B	16,509	C 7	10	20,501
A 8	14	17,691	C 8	19	20,074
A 9	7	13,309	C 9	4	20,530
A10	17A	14,348	C10	21	20,940
A11	15	14,921			
A12	27	7,771			

*With permission of Detroit News.

Area A1 refers to the neighborhood having the highest economic rating and corresponds to Census Tract 35A. Geographically the area comprises Grosse Pointe Shores. In 1945 it contained 212 families. Their average income was $10,000 per year while rentals paid averaged $98 per month. Area B8, Lincoln Park, is a typical neighborhood in Greater Detroit of 1945, with average family income of $3,800 per year and an average rental of $48 per month.

Estimated drycleaning sales in each of the major areas, shown in the table below, are based on actual number of families in these sections and value of drycleaning purchased by each. Families in the highest quarter (income and rent) account for 45 percent of total sales in the city, the next quarter purchases 30 percent, the third quarter 15 percent and the lowest fourth 10 percent.

Group	Total Drycleaning Sales	Percent of Total	Dollar Sales Per Family
A	$9,924,000	43.1	$74.98
B	7,289,000	31.7	50.98
C	3,557,000	15.5	24.87
D	2,230,000	9.7	16.66

By applying the same percentage distribution of the total market to 90 percent of our budgeted sales of $700,000 (the portion to be accounted for by pickup-and-delivery service), it is possible to determine what volume of sales should be produced in each of the four groups, number of trucks needed to handle that volume

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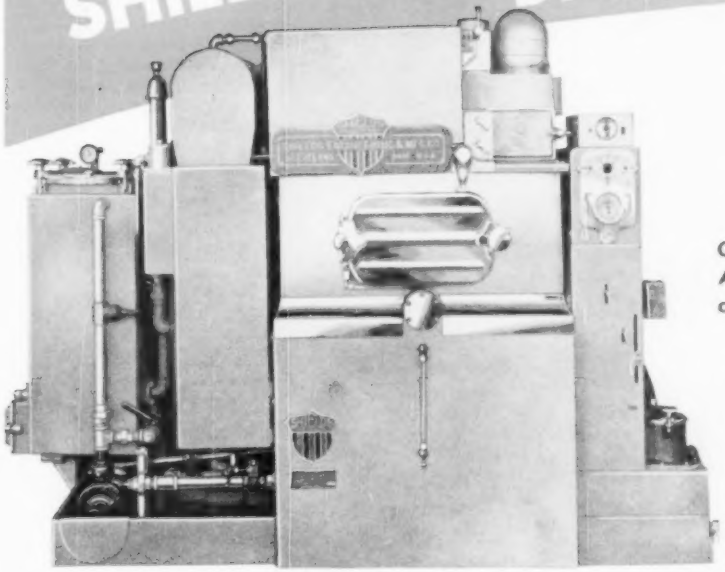

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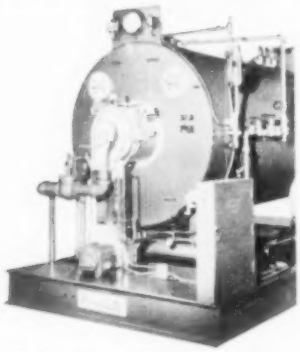

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in each area, number of families served by each truck.

Group	Budgeted Sales @ 3% of Market	Number of Trucks $600 per Truck per Week	Number of Families Served per Truck	Dollar Sales per Family
A	$271,822	9	14,706	$2.05
B	199,656	7	20,425	1.40
C	97,447	3	47,678	68
D	61,075	2	66,911	.46

As in the case of the total market, 43.1 percent of our sales are budgeted in group A, 31.7 percent in group B, etc. It is not possible, of course, to route trucks so planned sales for each can be obtained strictly within the boundaries of the different geographical areas of the city. Area A10 and A11 might be handled by one truck each since the number of families in these sections corresponds closely to the number of families which each truck should serve in group A areas. Suppose, however, that one truck will cover a portion of both group A territory and group B territory. In this case, the route should be laid out so coverage will be equivalent to one truck per 14,706 families in group A and one truck per 20,425 families in group B. Other deviations may be convenient so that trucks will not be required to cover useless mileage.

The principle of covering territories of different economic ratings proportionally might best be illustrated by the following suggested routes:

Route	Area	Number of Families Served	Average Sales per Family	Total Sales
1	A12	7,771	$2.05	$15,931
	B 6	5,500	1.40	7,700
	A 4 (northern section)	2,941	2.05	6,029
				$29,660
2	A 4 (southern section)	7,222	2.05	$14,805
	C 6	4,592	.68	3,123
	B13	6,406	1.40	8,968
	A 6 (southern section)	1,471	2.05	3,016
				29,912
3	B 8	5,131	1.40	$ 7,183
	B10	4,678	1.40	6,549
	D 4	6,588	.46	3,030
	D 2 (southern and western sections)	28,103	.46	12,927
				$29,689

In each of the above cases, total annual sales for the route closely approximate the $30,000 goal.

To make the same weekly goal of $600, the driver in low-income area D must cover about 67,000 families while in the highest economic area A the routemen must cover only 14,700 families. However, it does not follow that the former must make four to five times as many stops. For one thing, high-income families purchase dry-cleaning regularly, while many low-income families are more irregular, reducing the number of calls in the latter areas. Also, families tend to be more concentrated in low-income areas, so that more calls can be made in a single block. Another contributing factor in high-income areas is increased competition, since practically all quality cleaners will stress sales in these areas.

In the distribution of routes topographical peculiarities of the city must also be considered. It is more difficult, for example, to service a very hilly territory.

While the planning of pickup-and-delivery service on the basis of market analysis should be of considerable help in increasing sales volume, it should not be implied that such routing alone will insure high volume operations. The systematic planning of routes, regardless of its value, cannot substitute for careful selection and training of drivers, maintenance of high quality service, and a reasonable amount of advertising and sales promotional activity. ■ ■

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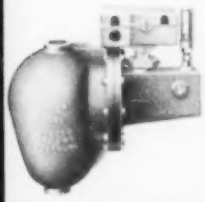
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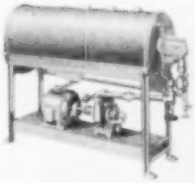
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Left: Drycleaning department at Oklahoma school. Instructor Earl Lunger (wearing glasses) gives pointers to his class on classification and sorting procedures

Below, left to right: Eulace L. Massey, head of drycleaning department; J. C. Crawford, head of industrial division; Keith Covelle, director Oklahoma A & M College School of Technical Training; John Cash, executive secretary of State Board

TRAINING IN OKLAHOMA

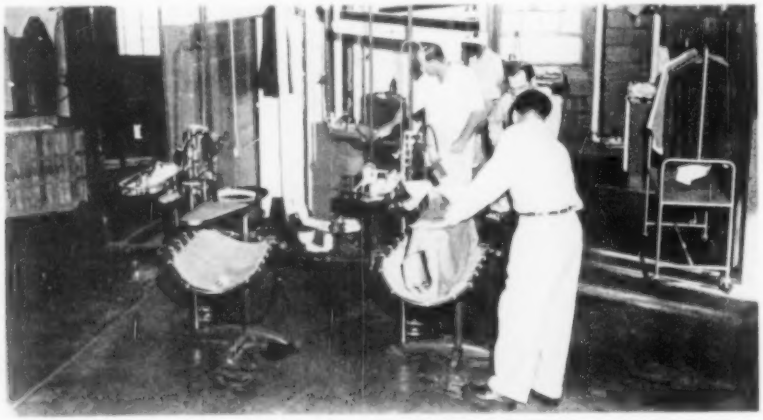
by LOU BELLEW

THE drycleaners of the Southwest can look forward to a steady supply of trained employees, thanks to the complete course in drycleaning now given at the School of Technical Training of Oklahoma Agricultural and Mechanical College.

C. C. Hubbard is credited with having started the first practical drycleaning school in this country, as a branch of Oklahoma A & M at Stillwater, Oklahoma. Dr. Henry G. Bennett, then and now president of the college, was an ardent supporter of Mr. Hubbard and has since consistently advocated a state-endowed school for technical training in a variety of trades. In 1946 the Army's huge Glennan General Hospital at Okmulgee was made available for the establishment of such a school, teaching 50 trades by doing rather than by formal study.

The school was placed under the direction of Keith Covelle, who had had considerable experience in vocational education. He also served in the Navy as a lieutenant-commander in charge of selection, training and replacement of training officers and training of civilian workers.

On behalf of the Oklahoma cleaners John Cash, executive secretary of the State Dry Cleaning Board, and its chairman, Everett Bryan, have worked tirelessly to have a course in drycleaning included in the Okmul-



Spotting department. Cleaning equipment is to right of this department, in same large room; door at left leads to finishing

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A size 12 dress stays a size 12 dress down to the last inch of its new length skirt... when it's cleaned with safe 400! 400 is dry... you don't pay for moisture. The most delicate of fabrics... rayons, sheer wools... are brought to sparkling cleanness without the slightest trace of shrinkage due to moisture.

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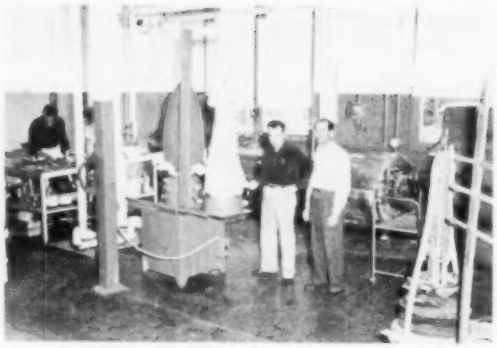


gee school. The project was held up for a while by lack of equipment, but used machinery was contributed by interested cleaners throughout the state, who also devoted their time and energy to get the course started.

While enrollment of students in the other trades started in October of 1946, it was not until September of 1948 that drycleaning students were accepted. The pioneer class spent its first few months painting walls and installing equipment, while students from other departments were doing the carpentry, plumbing and electrical work.

These first students were for the most part enrolled for two years under the GI Bill. At present the training course has been separated into four parts of eight weeks each. A student may enroll for any or all of the four sections, which consist of Spotting and Wetcleaning, Silk Finishing, Drycleaning, and Wool Pressing. Each course is subdivided into many subjects under the two general classifications of Plant Practice and Related Subjects.

Each eight-week course costs the student $125, which includes all books, supplies and use of equipment. Housing for single students is available at from $9 to $14 per month, while quarters for married students run from $20 to $30 per month. Students and their families may eat at the college cafeteria where food is served at cost, averaging $1.50 a day.

Practice work for the students comes from the school personnel and from students in the other courses. Everything possible is done to train the classes under actual plant conditions. They even have an opportunity to deal with customers.

New equipment to the tune of some $40,000 has recently been installed and there are at present 79 students enrolled for the fiscal year that began in July of 1949. The drycleaning department is capably headed by Eulace L. Massey, a graduate of the 66th class of the National Institute of Cleaning and Dyeing course.

Members of the Oklahoma State Association of Cleaners and Dyers, many of them NICD alumni, have worked hard in promoting this venture, with their goal: "to make available for employment workers who will have at least an idea of what the cleaning industry is all about." It is hoped that through this course much of the basic training that usually falls to the lot of the employer will already have been done by the competent, and perhaps more patient, instructors of the school. From this point on it will be up to the employer to fit the new man into his own individual manner of running his plant.

The sponsors of the Oklahoma School have no thought of supplanting or competing with the drycleaning course given by the NICD. However, it is generally felt that ambitious graduates of the Okmulgee school will later avail themselves of the more advanced courses at Silver Spring in order to get ahead in the industry.

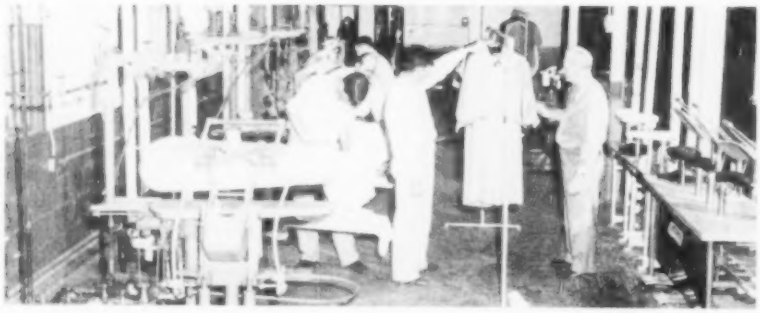
It may surprise the reader to know how students are recruited. Oklahoma cleaners are selling young men in their own neighborhoods on the advantages of taking the course. These cleaners realize that a certain number of the students will come out with the idea of going right into business, especially in the smaller towns. However, it is expected that most of the graduates will follow the usual practice and work several years before trying their wings as businessmen. The fear of competition is also minimized by the fact that the state has not only a very strong association, but a minimum price law, which should tend to eliminate price wars which in the past have resulted from a rash of new plants.

The school is also sponsored by the Dry Cleaners Institute of Texas and the Kansas Cleaners and Dyers Association, so that its influence in training a higher caliber of employees for the drycleaning industry should be felt throughout the Southwest. # #

Top left: Mrs. Rachel Barnett, who teaches checking in and out, waits on student customers at the coil office. Marking hoppex is shown in right foreground

Top right: Wetcleaning department is in charge of Holly Cobb-on (white shirt). He also handles both spotting departments

Right: Silk finishing department from point looking back toward spotting and drycleaning room. George Smith, silk and wool finishing instructor, is at right



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spot?

so what?

She'll never know it happened after Adco's spotters go to work!

VD SPOTTER

now carries water to remove water-soluble food and perspiration stains . . . as always effective on solvent-soluble stains and safe on the most delicate dyes and fabrics.

SPEE-DEE

faster removal of paints, grease, lipstick, nail polish, all cosmetic stains effective wet or dry.

PURO

improvement on chloroform for all dry stain removal . . . safe on all synthetic fabrics and delicate colors.

WETSPOT

removes soil, paints, oils, grass stain on the wet side. With Wetspot no re-running of wet-cleaned garments necessary. Does the work of a "digester" at but a fraction of the cost!

Adco, INC., SEDALIA, MO., U. S. A. • *Manufacturing Chemists Since 1908*

24 years

Situated on busy main highway #17, in Lodi, N. J. this newest Dolly Madison drive-in plant and store boasts a complete Hoffman installation.

# of catering to those who care . . .

Dolly Madison CLEANERS

SELECT ALL HOFFMAN EQUIPMENT FOR NEW PLANT SERVING TEN STORES LOCATED IN BERGEN AND HUDSON COUNTIES, NEW JERSEY

At every step in the gradual growth of "Dolly Madison Cleaners," careful consideration has been given to all items that make for success in drycleaning. Before any one of the 10 Dolly Madison stores was opened, locations were checked, the neighborhood studied, and finally, every effort was made to give customers finest quality drycleaning service.

The policy of planning was greatly simplified, insofar as equipment was concerned, when Dolly Madison decided to open its latest store and plant last year. During his twenty-four years in the drycleaning business, both as plantowner and store operator, Mr. Joseph Capuccio, president of Dolly Madison, has had countless opportunities to size up equipment. Thus, he wasted no time in debate. For Dolly Madison to give the finest in value, he got the finest value in equipment—a completely Hoffman installation for the new plant.

Need more be said? The experience of thousands of the country's most progressive, most successful drycleaners is your proof positive; it pays in more ways to invest in Hoffman equipment.

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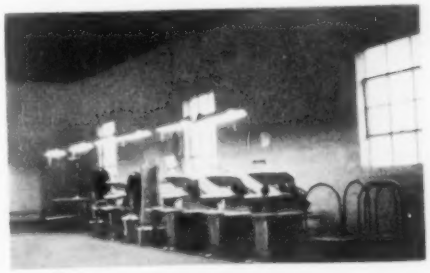
Veteran in all phases of drycleaning is Joseph Capuccio, left, president of Dolly Madison Cleaners, with Joseph Scalo in the modern call office.

This 200-pound unit for Stoddard solvent cleaning heads the list of Hoffman equipment installed at Dolly Madison. Other items include wet cleaning machines.

As its newest service to customers, "Dolly Madison" launders shirts with this complete 2-girl shirt press unit. Mr. Capuccio selected Hoffman here too.



Down the finishing line at the new Dolly Madison plant you'll find the Hoffman name on presses, airform machines, steam-vacuum board and drying cabinets.

.. Plant of the Month

I am happy that I chose to equip the plant 100% Hoffman and I see that my judgement was justified. Having been established over 22 years, I have had plenty of time to look around at many plants and all types of equipment. The fact that I finally chose Hoffman speaks for itself.

Very truly yours,

Dolly Madison Cleaners Inc.

Joseph Capuccio

President

Tops in Value since 1905...

HOFFMAN

U. S. HOFFMAN MACHINERY CORPORATION

105 Fourth Ave., New York 3, N.Y.

For More Years—For More for the Money—More of America's Foremost Drycleaners Choose HOFFMAN

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Many Drycleaners and Laundries are adding Washaterias

Your 5-POINT Profit Plan WITH Cook TWIN WASHETTES

1 INCREASE BUSINESS 50% or more

The Cook Twins handle items domestic washers cannot take — pillows, rugs, blankets, and greasy overalls.

2 SAVE 50% IN SUPPLIES 40% IN ELECTRICITY

Soap costs are reduced because Cook Twins wash more poundage on approximately same amount of water as in domestic machines. It takes only ONE motor to run TWO machines.

3 MORE BUSINESS IN LESS SPACE

Fits 36x60 ft. handles 1 Cook Twins, one 25 lb. Washers, 2 handlers, 2 extractors, and all other equipment . . . the equivalent of 30 domestic machines.

4 FAST 19 MINUTE WASHING CYCLE

The whites individual in the Twin's handle are separated and washed at the same time in 19 minutes or less.

5 MINIMUM MAINTENANCE

Cook Twins are constructed to last a lifetime.

3 PROFITABLE WASHATERIAS EQUIPPED WITH Cook TWIN WASHETTES

FULLY AUTOMATIC

These all stainless steel Twin Washettes are available with fully automatic controls semi-automatic controls, or manually operated. Each model is available with 18 or 25 pound capacity baskets. Basket reverses direction automatically four times a minute, creating a faster and better washing action. Knob-wheel controls the fill and drop action.

WRITE TODAY FOR DETAILS

Cook MACHINERY SALES CO.
1831 CLARENCE ST. • DALLAS, TEXAS

See us at the N. I. C. D. Convention—Booth 154

Here's something that's really

NEW *and* DIFFERENT

W-L

A NEW CALED SOAP

CLEANS ANY CLASSIFICATION

•

ADAPTS TO ALL TYPES OF SYSTEMS

•

ADAPTS TO ALL TYPES OF RUNS

THERE'S NEVER BEEN A SOAP LIKE IT!

● ● For the first time in history, here is a soap that will do *all* these things: (1) Cleans without moisture (2) Gives thorough cleaning on either long or short runs (3) Cleans hard, soft and fancy woolens as well as silks, pastels, raincoats (4) Usable in Stoddard solvent, 140 F, Carbon Tet or Perchlorethylene solvents.

CHEAPER TO USE THAN ANYTHING ON THE MARKET

The "equivalent cost" of W-L is only 82¢ per gallon, compared to less effective soaps—takes only ⅛ oz. per pound.

	Per gal.
55 gal. drums	$3.30
30 gal. drums	3.45
15 gal. drums	3.60

GYROSCOPE ACTION

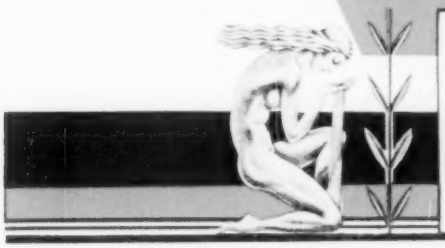
W-L acts as a perfect balancer for whatever type of load you may have. When you've got a few woolens mixed in with other garments, W-L automatically takes care of this classification differential—gives you a uniformly clean load—prevents "felting" and linting.

Try **W-L**

OUTSTANDING!

UNIQUE!

SAFE!



CALED PRODUCTS CO., Inc.

BRENTWOOD MARYLAND

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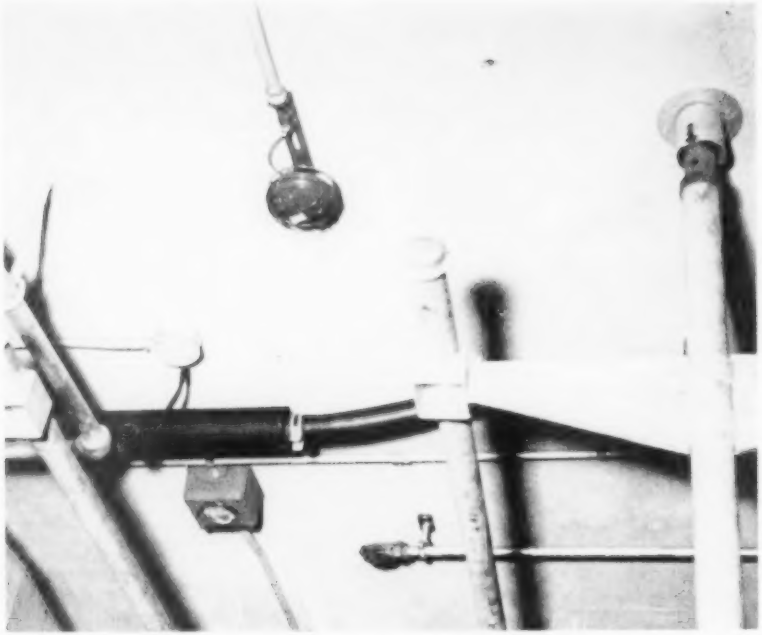
Right: Ceiling of Boston vault showing outlets for various protection devices. The black pipe passing across picture is part of installation for detecting smoke. Box at lower left is microphone. Control for sprinkler system is shown below and to right. Gadget at top of picture is sounding device used to test microphones



Below: Joseph Wasserman (left) and partner Charles Wasserman. The two panels on the wall at the left record the presence of smoke in either of two vaults

CUTTING INSURANCE COSTS

Planning Plus Modern Controls Equal Maximum Protection at Minimum Rates

by JOHN J. DUNN

THAT low insurance rates justify increased vault construction costs is the long-range viewpoint of the Washington Fur Storage Co. of Boston, Massachusetts. In 1946 when Joseph Wasserman and his son, Charles, decided to close down their wholesale cleaning plant and replace it with a storage business, their primary aim was to erect and equip a vault which would merit a minimum coverage rating.

All details from blueprints to final installation were cleared with the underwriters. Strict compliance with insurance recommendations plus the latest in internal protection provide the Boston firm with a monthly premium which is said to be the lowest in New England and perhaps as low as any in the country.

Naturally, the insurance benefits were secured at a price—the total investment for the present 16,000-garment vault came to around $42,000. The Wassermans feel, however, that the rather high initial cost will be more than compensated by the low premium demands during the long years of the vault's existence.

Construction Details

The actual construction of the two-tiered vault is very similar to that of most good, modern installations. First plans called for a single insulated room 56 feet long and 42 feet wide. At the underwriter's objection to facilities covering more than 15,000 cubic feet, a 10-inch fire wall was provided to form two identical vaults, each with a capacity of about 8,000 mixed fur and wooden garments. This alteration reduced the

Cut pressing time in half
THE HUEBSCH WAY

ALLWAY
pants shaper

STEAMS GARMENTS BOTH INSIDE AND OUT IN A CLOSED CABINET

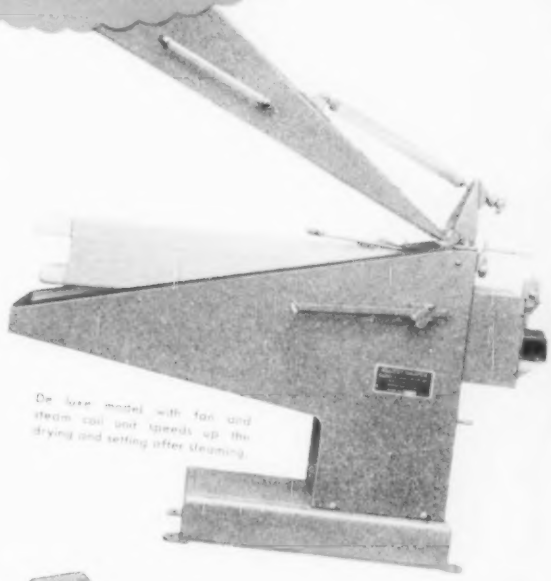
Resizes and Reshapes • length • calf • thigh • seat • crotch • waistband

Turns out more than 60 pairs of pants per hour!

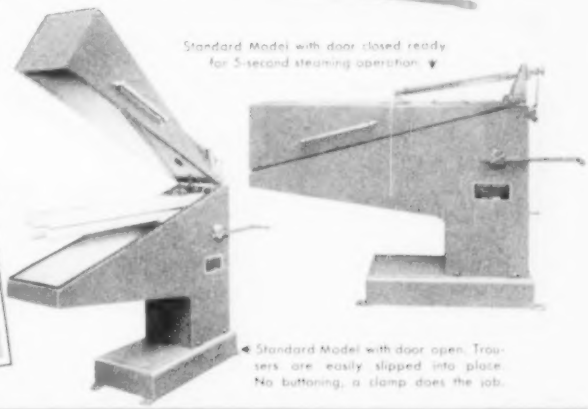
Now you can forget about trouser shrinkage and cut pressing time in half when handling work pants, slacks and regular suit trousers that require washing.

The HUEBSCH *Alway* Pants Shaper scientifically and automatically restores original size and shape to such washed garments. No forcing, over-stretching or bursted seams. No harm to worn or delicate fabrics. No complaints about too tight trousers *and no claims!*

Prices begin at $215.00. Write, wire or phone for details.



De luxe model with fan and steam coil unit speeds up the drying and setting after steaming.



Standard Model with door closed ready for 5-second steaming operation. ▼

◄ Standard Model with door open. Trousers are easily slipped into place. No buttoning, a clamp does the job.

HUEBSCH ROOT BAGGER

Speeds up bagging . . . prevents delays. Easy to use. Sturdy, lightweight construction. Smooth rolling casters. Write for illustrated literature.

HUEBSCH *Originators*

Open-End Tumbler • Handkerchief Ironer and Fluffer • Pants Shaper • Automatic Valves • Feather Renovator • Double Sleever • Collar Shaper and Ironer • Garment Bagger • Cabinet and Garment Dryers • Washomster • Hosiery Ironers

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hanging space by about 1,500 pieces and required the purchase of a second four-hour fire door.

The 12-inch brick walls and ceiling of this strictly cold-storage installation are lined with 6 inches of fiber glass topped with wire lath and plaster. The floor is 6 inches of reinforced concrete. The main entrance in the store lobby is equipped with three-way protection: a heavy bank-type door, a heat insulation door and burglar gate. Inside the main entrance a small area-way provides access to the two fire doors that lead into each side of the vault.

Internal Protection Devices

The Wasserman vault goes beyond most installations in its elaborate internal warning devices. Besides a "dry" sprinkler system, the premises are wired to detect sound, smoke or unauthorized entry. Through a service rented from a Boston protection agency, the air in the vault is tested continuously in season. The presence of smoke is reported immediately by a red light in the agency office and on a panel outside the vault entrance. Also sensitive to dust, the device indicates dirt in the atmosphere with a yellow warning light.

An additional alarm leased from the protection service consists of a series of microphones spaced along the ceiling. These "mechanical ears" operate after closing hours and will pick up any vibrations produced by efforts to tunnel into the vault or bore through the doors. (One evening recently the soft plop of a coat slipping to the floor brought a visit from the agency's watchmen.)

The doors are wired to set off an alarm whenever they are opened during non-business hours. Unlocking the burglar gate always produces a single note on a gong, but this is merely an indication to the plant force that somebody is entering the vault. The entire protection service wired into the central office is leased at an annual rental of $1,000.

The sprinkler installation is a "dry" system; that is, no water stands in the pipes and an accidental breakage of a sprinkler head will not produce a spray over the surrounding area. The sprinkler is activated by heat only. The price differential between a wet and a dry system runs into thousands of dollars—and so, over a period of years, does the difference in insurance premiums.

In seeking a low insurance rating the Wassermans spent a lot of money. But they knew what they wanted and what they were willing to pay for it.

The wisdom of any move to increase or reduce the total cost of a vault can be measured only in relation to the effect on the insurance rating. For example, a storage firm set up to handle 16,000 garments with an average valuation of $100 apiece will require $1,600,000 worth of coverage in season. A difference in the insurance rating of two cents per $1,000 per month will amount to $32 a month or $192 for a six-month storage year. On this basis if an increased building or installation cost of $750 would cut the rating by two cents, the investment would pay for itself in a little less than four years.

Calculation of this type governed the Wassermans in their planning. With these figures in mind they felt a low insurance rate was their best insurance for continuing storage profits. ■ ■

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ANNOUNCES ITS

Best Letter of the Month Contest!

WIN— $50.00 CASH!

by writing a simple letter telling how...

"JIFFY STICK SOLVED AN UNUSUAL SPOTTING PROBLEM FOR ME"

FOLLOW THESE SIMPLE RULES:

Just write a simple letter. Style doesn't count—FACTS count! Your experience in solving a unique spotting problem with Jiffy-Stick may win the $50.00 prize for you! Enter your letter early!

NOW OFF THE PRESS! FREE to you!

BROCHURE entitled, "SPOTTING BY REDUCTION" gives you sound technical tips on safe spotting for all fabrics. Write for your copy now!

SPOTTING BY REDUCTION

JIFFY STICK

MAIL YOUR ENTRY TODAY!!!
NATIONAL CLEANERS CHEMICAL MFG. CO.
2807-11 WEST LAKE STREET • CHICAGO 12, ILLINOIS

One Stick Does the Trick!

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FUMOL MOTH PROTECTION

NOW 20% LOWER IN COST

this makes DEPENDABLE moth protection cost you less than ½¢ per garment!

Fumol, as always, means death to moths . . . and now the price has been lowered! Yes, now Fumol service can be given to *all* drycleaning customers at NO cost to them — and at a rock-bottom cost to you! Our new price represents savings of more than 20% . . . Never before have you had the opportunity to Fumol-protect your customers' clothes *at less than ½¢ per garment!*

This is the same potent-as-always Fumol at a lower-than-ever price. It's the same preparation that has been used successfully for four years on more than 50 million garments. Leading drycleaners report up to 32% increases in sales due to Fumol! Truly, Fumol pays for itself many times over in customer satisfaction!

THERE ARE TWO TYPES OF FUMOL

OS 40 for Petroleum Systems.
SS 60 for Synthetic Systems.

FUMOL IS EASY TO USE

Only one gallon is needed for each one hundred gallons of solvent — which gives you an idea of its extreme economy in use. Fumol is not affected by soap, and will pass through the filter without loss of effectiveness.

Truly, Fumol is **"THE DEPENDABLE MOTH PROTECTION AGENT"** — *at a lower cost than ever before!*

LEARN more about Fumol! . . . REMEMBER that Fumol is now sold at a big 20% reduction to you! . . . RETURN the coupon below for complete details!

FUMOL

THE DEPENDABLE MOTH PROTECTION AGENT

FUMOL CORPORATION

VAN DAM STREET & BORDEN AVENUE
LONG ISLAND CITY 1, NEW YORK

MAIL THIS COUPON TODAY!

FUMOL CORPORATION, Dep't E-350
Van Dam Street & Borden Avenue
Long Island City 1, New York

Gentlemen: We've heard about the new low price on FUMOL MOTH PROTECTION. We want to know more about it . . . how Fumol service can build our sales. Send us your information!

(Check) PETROLEUM SYSTEMS SYNTHETIC

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CISSELL *Performs* SPOTTING MIRACLES

for even your inexperienced help when you use these two amazing Cissell Units

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Consult Your Jobber

1. CISSELL VACUUM SPOTTING BOARD

for steam and chemical spotting

Vacuum Plus

Concentrated vacuum does it . . . KEEPS wetted areas from spreading . . . helps eliminate rings. Removes quickly all perspiration, water-soluble spots, hard-to-get-out chemicals. Now, spots are removed easily from gabardine, linen and heavily-sized rayon, —always problem materials for any spotter. Wet cleaning costs are greatly reduced. WHITE VITROLITE TOP. Powerful vacuum on both nose of board and swinging sleeve board. Left pedal releases: 1. A feather of dry steam. 2. Dry steam. 3. Moist steam. 4. Wet steam. Plenty of hot air for quick drying. Check, compare—there's no equal to this Vacuum Spotting Board. AND, THE PRICE IS RIGHT, $275 complete. F.O.B. Louisville, Ky.

2. CISSELL PRE-SPOTTING UNIT

amazing one-gun method

Now, in pre-spotting—

Don't brush it . . . Spray it!

. . . CUT wet-cleaning and re-cleaning to a minimum . . . solve, once and for all, the time-wasting spotting bugaboo and eliminate feathering, sizing rings, discoloration. Knock out many stains prior to dry cleaning with ease WITHOUT FEATHERING! Use a single gun for both steam spotting and applying pre-spotting solution.

The Cissell one gun does it! Operator's hand remains free for holding garment. Here's non-corrosive, fully-guaranteed equipment—the kind you expect from Cissell. Large opening permits easy filling of tank (5 gallons); a few strokes of pump and sufficient operating pressure is indicated on gauge. (The same unit may be operated from a compressed air line.) AND, THE PRICE IS RIGHT, $50 complete. F.O.B. Louisville, Ky.

See these units demonstrated—N.I.C.D. Convention
Cissell Booths 528, 529, 530, 531—Chicago Mar. 12-15

SAFETY SUGGESTIONS

Spontaneous Combustion

RESEARCHERS at the National Board of Fire Underwriters and the National Bureau of Standards are trying to find the answers to two important questions: What causes oily rags tucked away in a closet to catch fire all by themselves? What can be done to control this spontaneous combustion?

Among the common substances which will heat up by themselves under certain conditions are oily rags, which may burst into flame at ordinary room temperature as a result of oxidation. Experts advise either throwing away oily rags or keeping in metal cans. # #

Caution on Exhaust Vents

IMPROPERLY placed exhaust vents can be a nuisance to the people in the vicinity of a drycleaning plant and may even create fire or health hazards. Recently in a large Eastern city, the vent from a drycleaning plant using a flammable solvent exhausted vapors into the ventilating inlet of a neighboring plant where sparks from a welding operation created a flash fire. In another instance, the vent from a drycleaning establishment located in an apartment house exhausted vapors so that they entered some of the apartments above the plant. The occupants complained to the local authorities that the vapors made them "sick."

A uniform industrial hygiene code for drycleaning operations is under consideration by the American Conference of Governmental Industrial Hygienists. While not yet adopted, its provisions for exhaust vents may serve as a guide to dryceaners:

Outlets of all vent pipes, ducts or flues which conduct solvent vapors from drycleaning equipment should be above the roof level of the building in which the plant is located, if possible, or else should be into suitable areaways or alleyways that are not closed on more than two sides and are at least 20 feet wide. Furthermore, such outlets should be at least 20 feet from any adjacent building if the wall contains windows.

Manufacturers of solvents and of drycleaning equipment can be of assistance if there are any questions regarding proper ventilating arrangements.—*Safety Research Institute.* # #

Safety Pamphlets

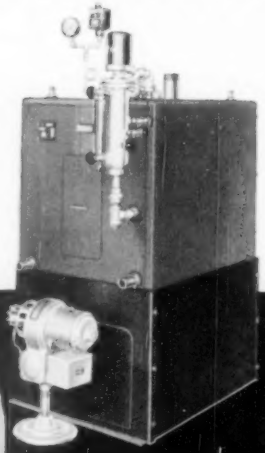
THREE pamphlets designed to provide industrial workers with the latest safety techniques have been prepared by the Bureau of Labor Standards, U. S. Department of Labor. "Butch Learned the Hard Way" urges alertness, knowledge of tools and machines used, the necessity for clean work places and first-aid knowledge. "Butch Looks to You" is a guide for work supervisors on methods of teaching safety practices, safety equipment and related subjects. "Teach Them to Lift" tells how to teach workers proper lifting methods.

Copies of the pamphlets may be obtained for 10 cents each from the Superintendent of Documents, Government Printing Office, Washington 25, D. C. # #

Low Cost STEAM

for DRY CLEANERS

Fast, Safe, Economical



- The Bryan Copper Tube Boiler delivers 75 lbs. of steam from a cold start in about 15 minutes.
- Copper tubes non-explosive even though controls fail.
- Unusually low maintenance expense.
- Bryan Boilers develop and maintain their ratings.
- Fuel savings up to 30%.
- Modern design—can be set anywhere.
- Compact — requires minimum floor space.
- Easy to install.
- ASME Stamp of approval.

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Ask your Equipment Jobber for full details

ESPECIALLY DESIGNED For OIL or GAS FUEL

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BRYAN STEAM CORPORATION Peru, Indiana

BRYAN Copper Tube BOILERS

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AMERICA'S LEADING PRESPOTTER SINCE 1927 . . . THE SAFEST AND MOST EFFICIENT PRODUCT FOR THESE 5 IMPORTANT USES

SOAKING FORMULA

When servicing unusually sheer fabrics, hems of formals, or other fabrics in weakened condition, avoid possible bristle damage from hand brushing by soaking in a solution consisting of 1 **pint** Cyclo and 5 **gallons** of solvent. Note that the ratio is 1 pint to 5 gallons, **not** 1 part to 5 parts.

PAINT-GREASE FORMULA

1 part Cyclo with 2 parts Picrin. In this formula the Picrin retains its quick cutting solvent properties, while the Cyclo serves as a lubricant and its oily base prevents the loosened stain from spreading back on fabric. Accurate tests prove conclusively that this formula works faster on paint and grease than any other of equal safety.

LEVELING SOLUTION FOR TWO-GUN SPOTTING

The leveling solution prepared for the pressurized tank and spray gun is made from 1 part Cyclo and 5 parts solvent. When sprayed over wet area following steam spotting or after application of water as such, the 1-5 leveling solution permits the feathering to be done in the machine instead of on the board. The 1-5 solution levels off all disturbed sizing and leaves no rings or discoloration whatever on otherwise hard-to-feather fabrics. Write for detailed instructions on the TWO-GUN method.

BRUSHING FORMULAS

1 part Cyclo and 5 parts solvent. (1 pint with 5 pints makes 3 quarts.) Used on large areas for removal of general ground-in soil. A sure way to reduce claims. When dirt has been deposited while fabric is in dampened state, use the Stock M moisture formula listed below.

STOCK M MOISTURE FORMULA

For safest removal of perspiration and food stains. Prepare Stock M by mixing equal parts of Cyclo, solvent and water in the order named. Apply to stained area from dasher bottle. Tamp with spotting brush. Flush area with solvent. Hang garments separately and then return the group for recleaning in clear solvent on filter circulation. With this method the feathering out is done in the washer instead of on the spotting board, and there is no remaining trace of discoloration, sizing rings or odor. Especially advantageous when no steam gun is available for feathering out. Also advantageous in the removal of perspiration and food stains from such fabrics as gabardines, jerseys and heavily sized rayons which are too difficult to feather out without leaving rings, even with the steam gun. **Precaution:** Stock M is perfectly safe to serviceable fabrics in common use. However, one peculiar type of cellulose acetate satin is delustered by any moisture stock of any prespotter or drycleaning soap. See NICD Bulletin No. T-211.

R. R. STREET & CO., INC.

561 West Monroe St., Chicago 6 — *Industrial Chemists* — SINCE 1876

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Plant of Baird's Dry Cleaners is near downtown center of Boise, Idaho. Large neon sign on roof has 8-foot letters; can be seen at night from main business-street intersection

YOUR RADIO MONEY'S WORTH

RADIO advertising can be made to pay off but it takes a lot of work. That is the opinion of Baird's Dry Cleaners of Boise, Idaho, which has had the same 30-minute, once-a-week musical program on the air for the past 16 years.

The commercials are built around a program which is called "Baird's Big Eight." The program opens with a theme song, "Say It with Music." The eight top tunes of the week as reported by jukebox operators and as shown by record and sheet-music sales for the Boise area are listed, then announced one at a time and played. Big-name recordings are used whenever possible.

After the first tune, which is usually eighth on the list, there is a commercial plug of from 150 to 175 words. Another commercial of approximately the same length is used in the middle of the program, and a shorter commercial before the top tune is announced and played at the end of the program.

During the 16 years' continuous use of this program, both Tuesday and Sunday evenings have been tried. The hour range has run from 6:30 to 9:30 P.M. The Baird

Right, above: John Baird at "mike" works with station program manager on "Baird's Big 8." Below: Bairds check department volumes, work out commercials. Left to right, standing: Lloyd and John; seated: Mrs. Fay Kincaid and Ed. Right: Sign on lot at drive-in branch. Bottom: runner is spotlighted from nearby post. Loudspeaker on building is turned on Sunday night during program; often 30 to 40 cars park to hear hit tunes

Attract and Hold

VOLUME INCREASES UP TO 50%

HOFFMAN SHIRT LAUNDRY UNIT

★ *Adds Profitable Side Line*
★ *Builds Steady Repeat Business on Drycleaning*

It's a fact — backed by a recent survey! Already 1 out of 10 dry-cleaning plants has added shirt laundering service. More plants are joining the swing every day. What's the reason? By laundering shirts on a Hoffman shirt unit, you capture extra profit dollars with a small plant investment. And this same investment leads to increased dry-cleaning volume. For Mrs. Homemaker gathers up garments to be cleaned — on the same day each week — after she comes to rely on your plant to "do" her shirts professionally.

Every item of equipment you need (accessories and instructions, too) is included in the Hoffman Shirt Laundry. Ask your Hoffman representative about it — or write now. Don't let another day go by without getting the facts!

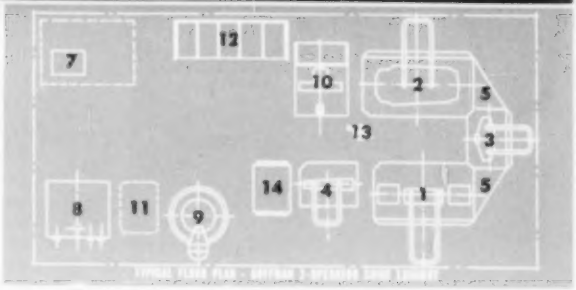
"ONE-STOP SAME-SHOP" SERVICE:

- **Makes shirt days dry-cleaning days**
- **Doubles your profit opportunity**
- **Makes and keeps satisfied customers**

Complete! Needs only 10' x 20" Floor Area
For 3-girl operation, unit includes:

1 Neckband, attached Collar and Cuff Press
2 Bosom and Body Press
3 Yoke Press
4 Sleeve Press (2-Lay)
5 Table Fill Pieces
6* 4-Station Motor Timer
7* Marking Machine (8-character)
8 25-lb. Open End Laundry Washer
9 17" Vorsec Extractor
10 Front Fold Shirt Folder
11 Monel Truck Tub
12 15-Bin Shirt Sorting Truck
13 Adjustable Buttoner and Shirt Hanger
14 Shirt Preparation Trucks

*Not shown in diagram.



TOPS IN VALUE ... SINCE 1905

Hoffman

U. S. HOFFMAN MACHINERY CORP. 105 FOURTH AVENUE, NEW YORK 3, N. Y.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

brothers, Ed, Lloyd and John, and their sister, Mrs. Fay Kincaid, who own and operate the plant, all agree that Tuesday evening brings better direct results than the Sunday broadcast.

Test commercials used on the program offering specials or featuring one service only have brought a much higher next-morning response from the Tuesday-evening programs. On one 9-by-12 rug special featured over a Tuesday broadcast, Baird's received 24 rugs by 3 P.M. Wednesday. On a Sunday evening broadcast, using the identical commercial, only 11 rugs were received the following Monday.

The Bairds do not leave the matter of preparing the commercial to the radio station. Once each month the three Baird brothers and their sister meet and go over possible plugs for the coming month's commercials. At the same time the copy theme for the newspaper display ads is checked and geared to the radio commercial theme.

Baird's spends 5 percent of its gross volume on its total advertising campaign. At the end of each year it sets aside a fund which represents 4 percent of the previous year's volume; the budget, however, always runs over at least 1 percent.

For the past three years Baird's volume breakdown has been running 75 percent general dryeleaning, 15 percent fur storage cleaning and repair, and 10 percent rug and furniture cleaning. Radio commercials and newspaper display ads do not follow this department breakdown. Except for specials, the advertising is geared to a seasonal schedule, with emphasis placed on departments which need a volume boost to even the over-all load at the plant.

The newspaper display space (which accounts for 20 percent of the total budget) is used to advertise the weekly radio program as well as to boost the different plant services. At the plant call office and at each store large cards are used to advertise the Sunday evening "Big S" program.

When fur storage is being plugged on the radio program, listeners are invited to come to the plant to inspect the vault and visit the fur repair and restyling department. In soliciting plant visits the radio has produced better results with individuals than with groups. Best results in promoting group visits have come from circular invitation letters followed by a personal call made by one of the Bairds.

The 30-minute radio program is costing $38 per week, with the radio station handling the poll on the eight top tunes of the week. While there is no set rule, the Baird brothers often go to the radio station and do the announcing for the commercial part of the program.

"In getting your money's worth from a radio program," Lloyd Baird said, "we have found that first in importance is to use a type of program which has plenty of interest for the people you wish to reach. Next, pound regularly with commercials that are seasonal and make sense. That is, make your plugs sell something which you have and consider a leader every week. Then, plug your radio program in every way—newspaper and store signs. Have counter girls plug it with customers. If you will do this and keep on doing it you will find, as we have, that you will get your money's worth from radio advertising." # #

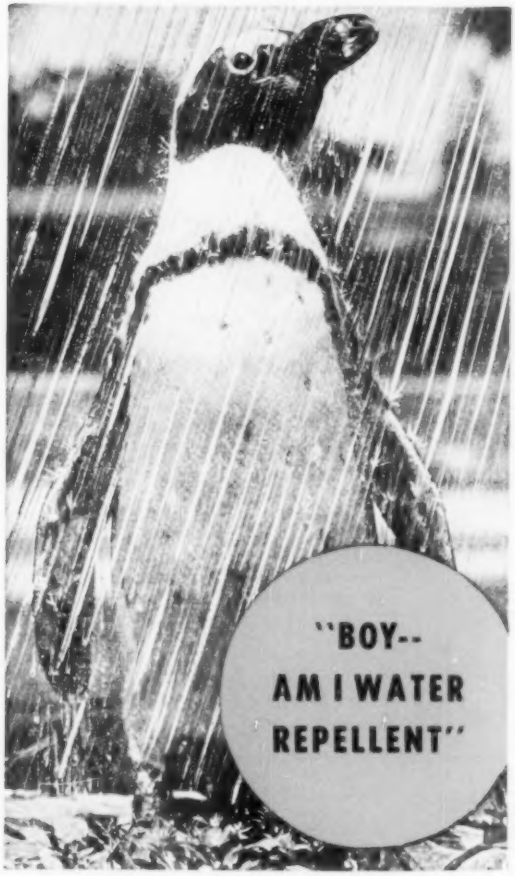
PRE-MARKED STRIP TAG CO., 3232 India, San Diego, Calif.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

THIS IS NEW!

"Buckeye" LIQUID RE-VI

Formulated strictly in accordance with latest Quartermaster Corps specifications W.O.O. No. 113-0 May 3, 1948



A Water Repellent and Fabric Retexture For Use in Petroleum or Chlorinated Solvent

AFTER DRY OR WET CLEANING

A NEW OPPORTUNITY for greater customer satisfaction . . . the ANSWER to the perplexing problem of restoring these fabrics to original condition!

"Buckeye" RE-VI restores fabric life and luster . . . revitalizes the body and texture . . . creates moisture repellency . . . avoids discoloration of fabric by perspiration . . . assures more lasting press. Saves finishing time. It's a new, distinctive contribution to the Dry Cleaning Industry through the facilities of the Davies-Young Research laboratories.

For use in any Mechanical Dip Tank.

Advertising literature, button tags, window cards and streamers furnished free of charge to all RE-VI users.

Directions For Use By Immersion Process in Garment Treatment

Before RE-VI treatment, garments must be thoroughly cleaned of all soil and rinsed until absolutely clear of all soap, cleaning aids and soil. All spots should be also removed.

"Buckeye" RE-VI being concentrated, it is to be thoroughly mixed with cleaning solvent before use.

For Reversibles and Cravenettes, use a solution made up of one part "Buckeye" RE-VI and five parts petroleum solvent. For other type work make solution one part RE-VI (Liquid), ten parts solvent. Simply pour into solvent at 85° to 90° F. Immerse garments. No heating necessary.

Immersing of garments can be done in any container large enough to handle the work.

After immersing operation, garments are extracted in the usual manner lightly. Then dry the garments in the dry room or tumbler in regular degree of temperature with plenty of air circulation or on Wind Whip. After drying press by usual method.

TO THE DAVIES-YOUNG SOAP CO.
DAYTON, OHIO

NCD-3B

Please send us samples and full directions for use in all types of work.

NAME

ADDRESS

CITY AND STATE

When writing to advertisers please mention The NATIONAL CLEANER & DYER

American Dry

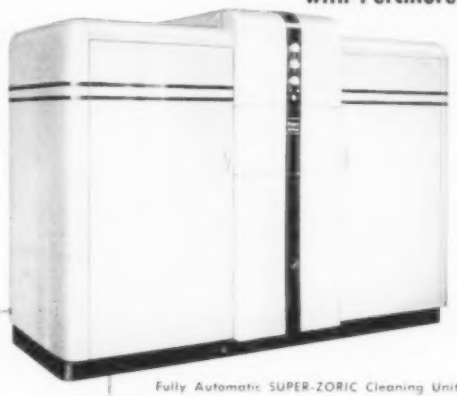
FOR USE

For Synthetic Solvent...

it's SUPER-ZORIC

with Perchlorethylene

● From experience, you may prefer one solvent over all others. Or location may be the deciding factor. That's why American engineers have devoted equal, intensive research and development to all 3 basic units. In planning a modernized cleaning room, or an entire new plant, investigate American's complete line of cleaning units. WE GUARANTEE that dollar for dollar, they cannot be equalled.



Fully Automatic SUPER-ZORIC Cleaning Unit beautifully cleans 30-lb. loads in straight-through, 30-minute cycle. Requires only 1 to 2 minutes of operator's time per load, including unloading and reloading.

SUPER-ZORIC'S EXTRA-VALUE FEATURES

- Electro-Pneumatic Control automatically performs all operations of processing cycle
- Complete change of filtered solvent approximately every 40 seconds — Speeds cleaning
- Automatic Soap Batch Cleaning with provision for either filtering or distilling solvent
- High-Speed Extraction—750 r.p.m. — Reduces drying time
- Monel metal cylinder and tub solid-drawn, nickel-clad tub heads
- Solvent fumes cannot escape into workroom — Protects operation. Permits installation in call office
- Powerful multi-blade fan moves huge volume of air at high velocity through load for high-speed drying and deodorizing
- Reclaims even the solvent vapors — Cuts solvent costs
- Adjustable Air Temperature Control — Reduces shrinkage
- Air-Sealed, Electrically Interlocked Tub Door cannot be opened while Unit is in operation
- Air Filter cleans incoming and recirculated air
- Easily cleaned 1000 g.p.h. Pressure Filter and jacketed-type Monel metal Still
- All reclamation equipment, including solvent storage tanks, contained in compact, fully enclosed cabinet—55"x 72"x 102"

SUPER-ZORIC'S completely Automatic Control. Operator merely sets 3 dials for desired cleaning, extracting and drying periods — can then go about other work until Control signals that beautifully cleaned load is ready to remove for finishing.

DRY CLEANING DIVISION
The
AMERICAN
LAUNDRY MACHINERY CO.
CINCINNATI 12, OHIO

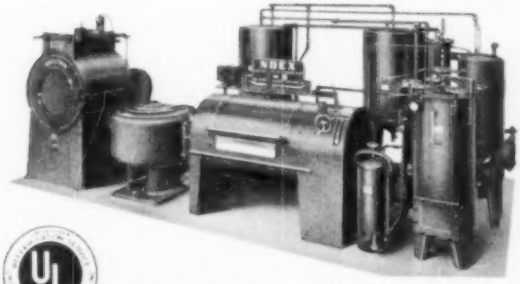
When writing to advertisers please mention The NATIONAL CLEANER & DYER

Cleaning Units...

WITH THE SOLVENT OF YOUR PREFERENCE

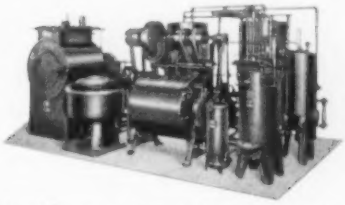
For 140° Flash Solvent...

it's Underwriters Approved NOEX



30 x 48" NOEX Cleaning Unit with BUCKEYE Washer; direct motor-driven machines. Single or double washer units in wide range of sizes. Also group drive.

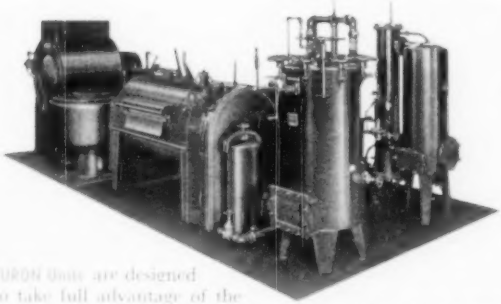
NOEX Units are specially designed to produce finest quality cleaning with 140° flash solvent. Every machine and accessory is a top-quality product, tested for dependability, and selected in balanced capacities. Each Unit includes complete cleaning room equipment, compactly engineered for efficient, low-cost production.



30 x 30" NOEX Type "G" Unit with GLOBE Washer; belted-motor group driven.

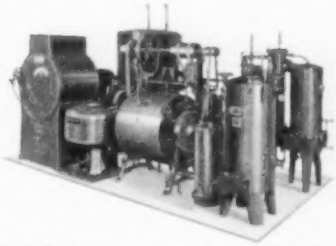
For Stoddard Solvent...

***it's* ZURON**



30 x 48" ZURON Cleaning Unit with BUCKEYE Washer; explosion-proof, direct motor-driven. Single or double washer units to suit your volume. Also group drive.

ZURON Units are designed to take full advantage of the excellent cleaning qualities of economical Stoddard solvent. Machines and accessories are proven, outstanding producers, equipped with all safety features. Units contain complete cleaning room equipment, arranged for fast, lowest-cost operation.



30 x 24" ZURON Type "G" Unit with GLOBE Washer, explosion-proof, belted-motor group driven.

You'll want to see and check the unit you prefer. We will gladly make arrangements. It's the only sound way to select *your* dry cleaning unit. WRITE us today.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

ASSOCIATION NOTES

Garment Dyers Organize: Meeting in Cleveland under the chairmanship of Ben Rosenfield, executive director of the Chicago Dry Cleaners Association, representatives of 15 garment dyeing firms organized the Garment Dyers Guild of America. The new group adopted the following program:

1. To achieve ideal competitive conditions.
2. Through public relations, to establish acceptance of dyeing as an essential commodity.
3. Through trade relations, to establish greater cooperation with drycleaners.
4. To exchange information and ideas among members.
5. To exchange information relating to the credit status of customers.
6. To provide members with information concerning machinery, equipment and trade supplies.
7. To provide members with information concerning market and economic conditions, sales trends and costs.
8. To conduct a sales promotion campaign to increase sales of dyeing.
9. To obtain recognition by the National Institute of Cleaning and Dyeing.

The new group stated that its primary aim was to promote and protect the interests and welfare of the dyeing industry and to assist it in serving the drycleaner. Membership is open to owners and operators of garment dyeing plants in the United States.

The 15 organizing members are: Acme Dye House, Cleveland; Almore Dye House, Chicago; Continental Dyers, St. Paul; Dietrich Dyers, St. Louis; Electric City Dyeing Co., Scranton; General Dyeing Co., Inc., Indianapolis; Graham Quality Dyers, Chicago; Lawrence Jacobson Dye Works, Philadelphia; Kran-Mer Corporation, Milwaukee; Loehl Dye Works, Roanoke; Majestic Dye House, Chicago; Rainbow Dye Works, Louisville; Seneca Dyers, Rochester; Sharps Re-Dyeing Service, Memphis; Tri-Color Dye Works, Brooklyn.

John Eigh of General Dyeing Co., Inc., 818 Dorman St., Indianapolis, Ind., is secretary-treasurer of the new organization.

# #

South Texas Adopts Standards: Members of the South Texas Cleaners & Dyers Association have approved two amendments to the constitution of the group. The first will require all members to pass certain standards in quality of work, plant appearance, etc. The second will require members to maintain a minimum price that will enable them to produce quality work.

At the group's January dinner meeting a new director, John Boyd, was introduced by President Walter Pope.

# #

Massachusetts Appoints Secretary: The Cleaning Plant Owners of Massachusetts, headed by Henry J. Shea, has announced the appointment of Herbert L. Slater as executive secretary.

Indiana Announces New Officers: Heading the Indiana Association of Dyers and Cleaners for 1950 are: Herman J. Ermisch, Herm Ermisch Cleaners, Terre Haute, president; Vincent Essling, Essling's Cleaners, LaPorte, vice president; F. E. Glass, Crown Laundry & Dry Cleaning Co., Indianapolis, board secretary and treasurer. J. D. Crittenberger of Indianapolis remains as executive secretary.

Directors for one-year terms: Earl L. Bell, Bedford; Gus C. Browne, South Bend; Cecil M. Byrne, Indianapolis; F. E. Glass; Paul T. Browne, Richmond. For two-year terms: James E. Babcock, Anderson; Huber J. Dellekamp, Shelbyville; Herman J. Ermisch; Vincent Essling; Walter Modjeska, Elkhart. For three-year terms: W. C. Dismore, Indianapolis; J. H. Hudlow, West Lafayette; Bruce A. Kramer, North Manchester; Claude Sciarra, Seymour, and George L. Turner, Indianapolis.

# #

Convention News: The previously announced dates of the convention of the **Georgia Laundry and Cleaners Association** have been changed to Wednesday and Thursday, March 29 and 30.

At a recent meeting of the directors of the **Connecticut State Association of Cleaners and Dyers**, Harry M. Shalett of New London was chosen chairman of the convention committee. Instead of the usual one-day convention, this year's meeting will start with a program Saturday night, April 22, and continue all day Sunday, April 23. The convention will be held at New London.

# #

Local Elections: Meeting January 10, members of the **Wichita Dry Cleaners Association** chose the following officers: William H. Reid, president; Ralph Thomas, vice president; Don Bethel, secretary-treasurer. Directors are Walt Meyer, George Pottoroff, Virgil Corning, Dean Frieer and J. F. Reilly.

Francis W. Cleary has been chosen new president of the **Retail Dry Cleaners Association of Haverhill (Mass.)**. Other officers are: Joseph Fasulo, secretary; Clement C. Moll, treasurer, and Ernest Paquette, general chairman.

The **Pueblo (Colorado) Dry Cleaners Association** has

New officers of Wichita Dry Cleaners Association, left to right: Virgil Corning, director; William Reid, president; Ralph Thomas, vice president; J. C. Zehring, outgoing president, and John Reilly, director

TWO-GUN SPOTTING REMOVES FOOD STAINS AND PERSPIRATION FASTER AND SAFER

NO SIZING RINGS • NO DISCOLORATION • NO TEDIOUS FEATHERING

It's Simple:

Remove perspiration and food stains with steam from steam gun.

Level off disturbed sizing with Cyclo solution from spray gun.

It Matters Not:

The two guns may be

(a) housed in a single handle
(b) or mounted individually.

The pressurized tank may be

(a) operated by hand
(b) or by motorized compressor.

The spotting operation may be performed

(a) before dry cleaning
(b) or after dry cleaning.

In Any Event:

It is imperative that Cyclo leveling solution be used with the spray gun. No filter soap or prespotter gives the same assurance of complete leveling off of disturbed sizing in the dry cleaning washer.

Only Cyclo provides for complete freedom from sizing rings or discoloration—even on the most hard-to-feather fabrics such as gabardines, jersey and heavily sized rayon.

DETAILED INSTRUCTIONS FOR TWO-GUN SPOTTING

STEP 1—Remove perspiration and food stains with steam gun as directed by manufacturer but without attempting to feather out the disturbed sizing. (Note: Do not apply steam to cake make-up, powder, lipstick, rouge or other stains which are insoluble in water.)

PREPARE LEVELING SOLUTION:

1 Part Cyclo
5 Parts Solvent

Mix in pail and pour into Pressurized Tank

STEP 2—Apply the 1-5 Cyclo-Solvent Leveling Solution from the spray gun over and around the wet area. Use brush on collars, cuffs or wherever additional mechanical action is required. (Note: Apply the leveling solution dry, without previous steaming, to cake make-up, powder, lipstick, rouge or other stains which are insoluble in water. Use brush to supply necessary mechanical action.)

STEP 3—Permit moisture to evaporate by either hanging the garments individually for 45 minutes, or by placing in revolving cold tumbler immediately after applying the leveling solution. Do not stack garments in basket or on horse or rack.

STEP 4—Send garments for machine cleaning and let the washer do the feathering. This leaves no rings and no discoloration. Eliminates long tedious feathering on the board.

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elected the following officers: J. W. Stine, president; Harry Saunders, vice president; Avery Wyndle, secretary-treasurer; new directors Jewell Grace, Ira Dunn and H. J. DeHart. Board members who continue to serve are Homer Abell, Chester Grace, Howard Flutcher, and Richard Lyles, the outgoing president.

Chosen as new officers of the **Independent Dry Cleaners Association of Seattle** are: W. T. Cowan, president; Carl Robinson, vice president; Julius Riseland, secretary, and Larry White, treasurer. Harvey Harvey, Nat Krause and James Peterson were named to the board of directors, and Truman B. Mitchell remains as executive secretary.

The **Superior (Wisconsin) Dry Cleaners Association** has chosen Sig M. Barbo president for the coming year. Clifford Erickson is vice president, Al Hawkins treasurer, and Mrs. Florence Tills secretary.

A. J. Rivard was reelected president of the **Essex County (Ontario, Canada) Launderers and Dryeleaners Institute** at the annual meeting in January. Other officers elected are: Percy J. Beneteau, vice president; E. Hamilton Collins, secretary-treasurer, and Walter E. Warren, assistant secretary-treasurer.

At a convention held in January in Montreal, W. S. Richardson, general manager of the Crown Laundry of Sherbrooke, Ltd., was elected president of the **Eastern Canadian Sanitone Cleaners Association**. About 100 delegates attended the three-day convention.

* *

Local Meetings: The first meeting of the newly formed **Erie (Pa.) Dry Cleaners Association** was held in January and featured a demonstration by Robert Schoen of R. R. Street & Co. Inc. President of the new group is William Palmer (no relation to the editor of THE NATIONAL CLEANER & DYER).

At its January 30 meeting, the **Springfield (Mass.) Dry Cleaning Plant Owners Association** decided to expand its activities in 1950 to include a broad program of consumer education, as well as education of the members. The group also plans a drive to enlist 100 percent membership of all dryeleaners in Greater Springfield. President Leo R. Arlen presided at the meeting.

Over 130 persons attended the dinner meeting of the **Dry Cleaners Institute (Toronto)** held January 16. J. W. Culmer spoke on merchandising.

* *

New Zealanders Meet: The first annual convention of the Dry Cleaners of New Zealand, held late in August at Wellington, was a real success with an attendance of over 100. The program included technical talks, a quiz panel session, plant visits, exhibits of machinery and supplies, and entertainment.

* *

Schools in Ontario: In addition to the dryeleaning courses recently established at Central Technical School in Toronto, under the sponsorship of the Dry Cleaners Institute (Ontario), the Mid-Western Division of the group has started its own school. A full ten weeks' course in spotting, prespotting, wetcleaning, silk and wool finishing is given at the plant of Newtex Cleaners Limited in Kitchener. It is open to employees of member plants only.

* *

Successful Short Courses: The three-day short course held recently by the Minnesota Institute of Laundering and Cleaning, with NICD instructors Troxal, Ireland, Mygatt and Holden, was so successful that it is planned to hold another next year.

A two-day short course in dryeleaning methods and practices was also given on February 18 and 19 in Newark, N. J., under the sponsorship of the New Jersey Laundry and Cleaning Institute, with NICD instructors.

N. I. C. D. NEWS

Four Classes Graduate in December: The last month of 1949 saw the graduation of four classes in the four courses now being given by the NICD. On December 16 graduation ceremonies were held for the 146 students of the 72nd general course class. On the same day five students were graduated from the fourth rug cleaning course and seven students from the first silk finishing course. The third management class, with nine students, received diplomas on December 9.

(Continued on page 86)

Above: Third management class, left to right: Allan B. Wright, Hamilton, Can.; William Poulos, Baltimore; Norman Higgins, Stockton, Calif.; Arthur J. Mirkin, Rochester, N. Y.; Larry D. McCormick, Yakima, Wash.; William Nathan, Miami, Fla.; Bernard M. Bernstein, Lynbrook, N. Y.; N. D. Reehorst, Rocky River, Ohio; J. D. Grigsby, Montgomery, Ala. Below: First silk finishing class: W. L. Neuhauser; R. D. Myers; Katherine Smart; G. B. Clarke; John Havlicek; Anna Hemington; Timothy Hurley

Graduates of second rug cleaning class, left to right, front row: Reuben M. Nock, Salisbury, Md.; David Burgin, Cleveland, Ohio; Karl Zucker, Cleveland, Ohio. Second row: George Zarbos, Jr., Baltimore, Md.; Dr. William A. Endrion, NICD staff, and Charles E. Eckley, Baltimore, Md.

Put Trump on the spot

Use Trump for stains caused by: Paint, grease, varnish, oxidized oil, tar, asphalt, lipstick, some inks, blood, albumin, perspiration, stubborn soil and numerous other stains. Loosens dirt in hems, pleats, bottoms of formal dresses and coat linings. Does the work of several spot removers. Can be used with petroleum or chlorinated solvent. Trump is "dry" but water may be added to make a wet spotter. Rinses with solvent or water.

for dry prespotting
Use diluted with solvent and follow with straight Trump when necessary.

for wet prespotting
Trump mixed with water can be used when wet prespotter is desired.

for soaking
Diluted with solvent, makes a soaking bath for removing redeposited gray soil; imbedded soil in curtains, draperies, bottoms of dresses.

for lipstick and ball point ink
Removes lipstick or ball point ink on spotting board or in the wheel.

for wet cleaning
Will remove the same hard-to-get-out spots in wet cleaning as in dry cleaning. Added to soap stock gives superior job on athletic uniforms.

for reversibles and raincoats
Used with dry cleaning soap reduces spotting and wet cleaning.

See Our Booth—No. 812—At The National Institute of Cleaning and Dyeing CONVENTION—NAVY PIER—CHICAGO—MARCH 12-15

Spix PRODUCTS COMPANY
119 Dahlem Street
PITTSBURGH 6, PA.

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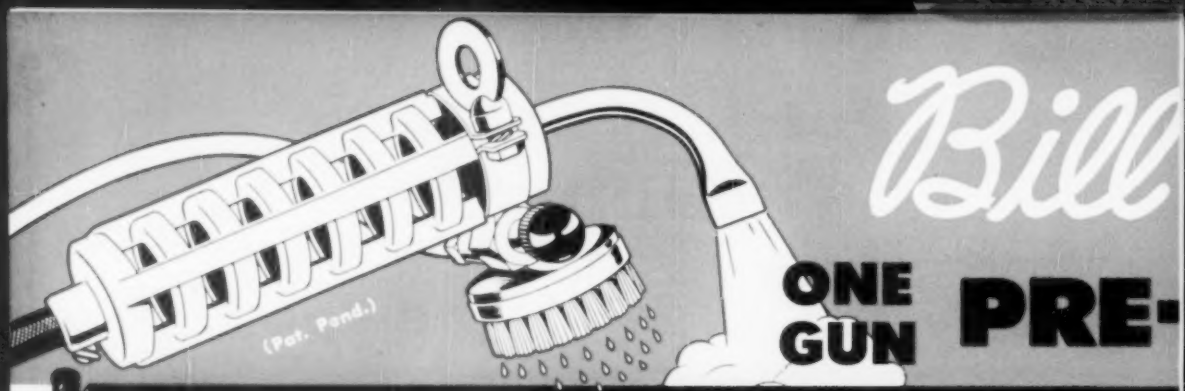


Bill ONE GUN PRE-

TWICE AS GOOD AS SPRAYING

Spotting Gun and Dispenser Brush separate instantly, allowing the spotter to use the Steam Gun only. Simply press valve button and dispenser head directs the Pre-Spotting Solution through twenty-nine separate ports into each tuft of bristles, assuring an even flow across the brush face.

Faster, Surer More Effective

Bill Glover presents the One Gun-Brush System. Why handle two guns and a brush or one gun and a brush when you can get ALL in one?

PRE-SPOTTING

Reduces Wetcleaning / Re-cleans

Eliminates Sizing Rings / Feathering / Discoloration

Now, at low initial cost, you can do pre-spotting right on your regular steam spotting board, regardless of age or make. Simply connect the Glover Pre-Spotting Dispenser and Steam Gun to your spotting board. Mix pre-spotter as recommended by your chemical company and fill bottle. You are now ready to pre-spot the fast, sure effective Glover way. Positive, never-failing gravity feed eliminates the time and bother of pumping up an expensive pressure tank. Better than spraying . . . the mechanical action or "brushing" the garment with the Pre-Spotter Dispenser helps to break down "crusted" areas.

SIMPLIFIED PRE-SPOTTING UNIT

1. Pre-Spotting Valve, Dispenser and Brush.
2. Type A-T Glover Steam Spotting Gun.
3. Special Plastic Solution Tube.
4. Adapter Assembly for Prespotter Bottle.

THE MECHANICAL ACTION OF BRUSHING THE GARMENT WITH THE PRE-SPOTTING BRUSH HELPS BREAK DOWN "CRUSTED" AREAS

Above shows how the GLOVER PRE-SPOTTING DISPENSER may be used with any steam spotting board.

Steam and Brush

One . . . place garment on the spotting board. Steam out the spot with the Steam Spotting Gun. Chemically treat the difficult spots and heavy soiled areas as you have always done.

Two . . . brush the wet-steamed area with the Solution Dispenser Brush. Extend the solution beyond the steamed area at least one inch. This is important to eliminate sizing rings and feathering. After Pre-Spotting simply cold tumble or air dry garments . . . then follow your usual cleaning procedure.

Universally Needed—Regardless of whether your plant is large or small, it will pay you to pre-spot. Bill Glover now offers you the finest production pre-spotting equipment available at low cost. Complete as shown with steam gun (less bottle). ——→

PRICE ONLY **$27.50**

Order now from your Glover jobber

Bill Glover INCORPORATED • 5204 TRUMAN ROAD KANSAS CITY 1, MO.

Glover

SPOT UNIT

AT ½ THE PRICE!

READ WHAT PLANT OWNERS SAY

M. R. Williams
Chisholm Cleaners
Kansas City, Mo.

"Drastically reduced my wet cleaning."

Your new One Gun Pre-spotting Dispenser Brush makes Pre-spotting really practical and at low cost, too.

"I've quit using the spray."

We have been pre-spotting for months. The results are wonderful. Since getting your Brush outfit, I'm doing all my spotting on one board since there isn't so much mess. It's the best, quickest, and cleanest outfit on the market.

Mr. S. Norman, Jr.
Southside Cleaners
Kansas City, Mo.

Mr. Art Dods
Paragon Cleaners
Kansas City, Mo.

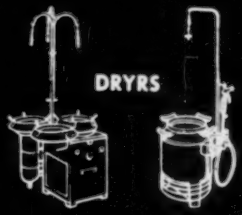
"I never knew what saving time was until I tried the Glover Pre-Spotter."

Until the day you took my test unit away for improvements, I did not fully appreciate it. Having to go back to the old brush and pan was murder. Our work stacked up so high in one day that I was relieved greatly by your prompt return of the unit. Many thanks!

"My spotter and I both think it is by far the best."

I was one of the first cleaners in this area to appreciate the many advantages of Pre-spotting. I have bought every type of equipment that has come along. They all helped but yours is so much faster and better that we have shoved the other equipment aside.

Mr. Leon Miller
Miller's Quick Service
Cleaning Co.
Kansas City, Mo.



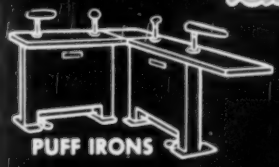
OTHER RECOGNIZED LEADERS

Bill Glover

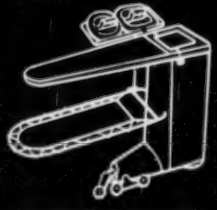
Profit-boosting Machines

Choice of cleaners and laundrymen all over the nation . . . yes, throughout the world . . . for years. Glover-built means sound engineering, real craftsmanship, full value. Every Glover machine designed, tested, built and sold by men who understand your problems. When you're after faster, better production with bigger profits, put Bill Glover equipment on the job!

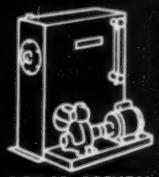
. . . and finish 15% faster with Bill Glover FINISHING SYSTEM



It's the only "New Way" of finishing that has managed to survive and win the acceptance of thousands of plants the world over. Get the work out faster . . . with customer pleasing quality.



FINISHING BOARD



BOILER RETURN

ACCESSORIES

Sleeve Formers • Steam Spotting Guns • Water Spray Guns • Steam Condensers • Pleating Trowels • Valve Reseating Tools • Brush Clamps • Single Puffer Units.

See Your Jobber or Write

(Continued from page 82)

Officers of the 72nd class were: president, Robert W. Barnes, Salt Lake City, Utah; vice presidents, Leslie J. Spaeth, Mason, Ohio; William A. Ittner, Indianapolis, Ind., and William H. Searby, San Francisco, Calif.; secretary, Elena C. Tonceda, Washington, D. C., and treasurer, Norman Chakotski, New York, N. Y. Robert C. Hogberg of Tacoma, Wash., received the special scholarship certificate for the highest class average. Instead of leaving the customary farewell gift to the Institute, the 72nd class provided a Christmas tree, turkey, clothing and toys for a needy family.

In the third management class, prizes for the best team on master salesmanship and supervisory techniques went to Norman Higgins and Allan Wright.

* *

New Bulletin Service: As a recent addition to its bulletin service to members, the NICD is attaching to some technical bulletins employee instruction sheets. Such a supplementary bulletin will, for example, show a sample of a new fabric, tell what it is, what it looks like, what happens to it, and what the marker, cleaner or finisher should do about it.

* *

Rho Chapter Elects: At its annual January meeting held on the 11th in Baltimore, the NICD alumni in Rho Chapter chose as officers for the coming year: William Poulos as president; Leo Snyder, vice president, and Frank Macheck as both secretary and treasurer. Plans were made for the coming year, including choosing tentative subjects for the next two monthly meetings. Speakers of the evening were John Gray, president of the national society; Robert Cowie, NICD methods engineer, and William Palmer, vice president of the national society.

* *

Institute Speakers at Textile Meeting: At the meeting of the American Association of Textile Technologists held February 1 in New York City, the featured speaker was George P. Fulton, director of research of the National Institute. The 200 members of the textile group who attended displayed great interest in Mr. Fulton's exposition of drycleaning, spotting and finishing procedures and how they affected different types of fabrics, finishes and dyes. Special interest was shown in the discussion of wetcleaning and the use of water in spotting.

Mr. Fulton's speech was preceded by an introductory talk by Albert E. Johnson, NICD's director of trade relations. Mr. Johnson described the research and other activities of the Institute and its program for bringing about a better understanding of drycleaning problems among textile producers.

During the discussion period that followed the talks, several members of the textile group expressed the need for better test methods based on practical requirements for drycleaning, and for making manufacturers aware of the necessity for wetcleaning outerwear. The interest of the talks was increased by the display of a miniature 140F drycleaning unit, spotting table, puff irons and a steam finishing form.

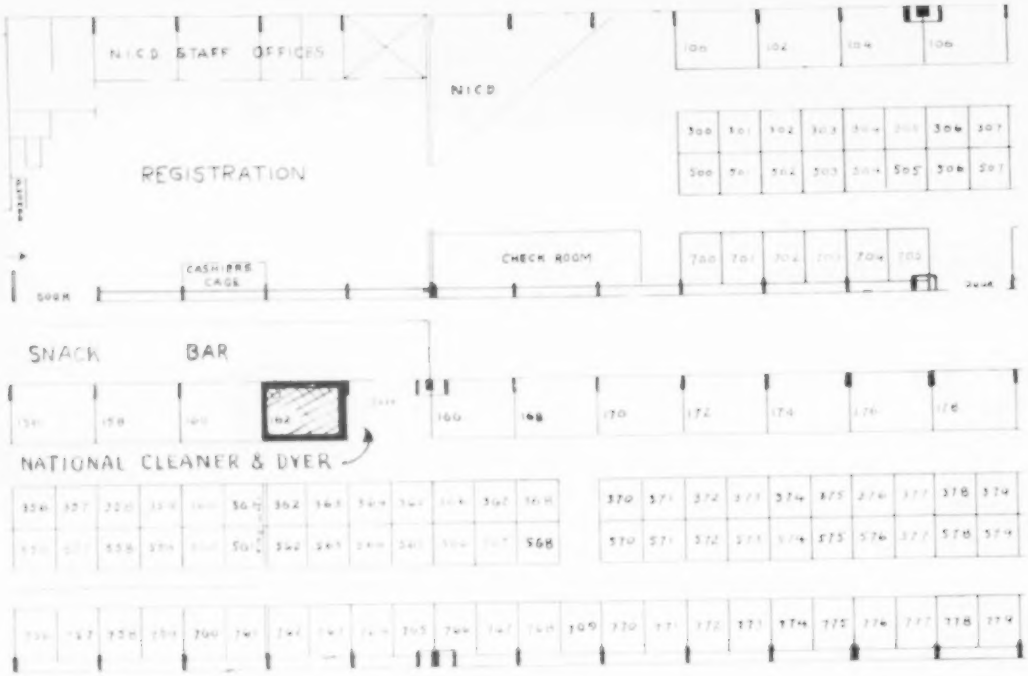
Roster of 72nd General Course Class: Robert L. Ash, Wayne Auxier, Anton Bazo, Michael Bazhovchin, George Bohte, Arnold Bollman, Charles F. Bonson, Robert W. Barnes, Sidney A. Bortels, George P. Bottakes, Philip Benoit, Jr., Arthur C. Black, Delmar E. Brewer, Jerrold J. Brofman, Vincent D. Burke, Daniel F. Carroll, William A. Cavignano, Samuel Colelbone, Jr., Michael S. Cericola, Norman Chakofsky, Charles C. Check, Jr., Howard D. Chernoff, Charles Chikkavorian, Frank Cholensky, Jr., Freeman K. Christensen, James J. Chyba, Jr., Richard J. Cicconi, Benjamin Cionna, Eugene A. Cissell, Eugene W. Clayton, James E. Collins, William Cooper, F. William Dalglish, Anthony Daniele, Paul E. Davis, Dale L. Dawson, Robert J. Deon, Charles M. Demetrondes, Albert M. Dent, Frank J. DiMarco, Jr., Joel C. Doss, Melvin E. Doyle, Jr., Homer L. Eargle, Alfred J. Ewell, Jr., Ralph Fargnoli, Isadore Feld, David E. Fineberg, Odin C. Fork, Richard O. Forseth, Ray L. Frankenburg, Milton I. Freeman, Harold S. Fromm, Harold M. Gardner, Earl A. A. Garrison, Samuel Goldstein, Dale Goodwin, Richard M. Goulion, Leonard A. Hamburg, Raymond E. Hampton, Edward A. Haroutunian, Jack Harris, Henry R. Hartman, Joseph W. Hebelka, Irwin M. Herskovitz, Joseph Hockmeyer, Robert C. Hogberg, Morris Holtzer, Ralph Howe, Joseph C. Hoyle, Francis W. Hutchins, William A. Ittner, Herbert A. Jacobson, Arthur J. Jaory, John B. Johnson, Joseph V. Jones, Howard L. Kalinka, Charles E. Kaplan, Abraham King, Edwin G. Lowbridge, Nicholas G. Manley, Jack N. Marcheski, Raymond W. Martin, William J. Mastrolone, Alois W. Maurer, Ernest J. Mayerz, James Mayfield, Jr., Joseph Mazzuca, Donald A. McCormick, Kenneth R. McKinney, George S. Meyers, Leonard Miller, Richard E. Morris, Edward C. Myers, Armstrong C. Navarro, William J. Nichols, Jr., Harold W. Nielsen, Stanley E. Nielson, J. K. Nordlund, Harvey J. North, Daniel J. Palmer, Louis P. Pallaro, Claude Paolin, Robert G. Ramsey, Paul E. Ratcliffe, Lawrence A. Rathbun, David H. Rosenthal, Mack G. Ross, John G. Rossman, Jr., Alan A. Rubenstein, Donald A. Sabella, Gerald C. Sapio, Carl L. Schlotting, Jr., Derrell F. Schoonover, Donald Schultz, William H. Searby, James A. Seeling, Americo D. Silva, Jerry N. Simon, Eugene F. Smith, Raymond D. Smith, Anthony F. Socko, Leslie J. Spaeth, Samuel Spiegel, Isidor C. Stefanadis, John W. Stewart, Gifford E. Swanson, Sam Tanchek, Leonard E. Tarbell, Melvin R. Teerman, Claude A. Torrell, Frederick M. Tissue, Elena C. Tonceda, Donald E. Tuhonen, S. D. Tyndall, Ramon D. Vela, Frank Voth, Albert Vitti, Harold Walker, Raymond A. Warnke, Benjamin B. Weiner, Marshall L. Westcott, Donald F. Whaplin, M. H. Widelow, Richard C. Williams, Sidney Wolf, James J. Wright.

The largest exhibit of equipment and supplies in the history of the dry cleaning industry will be on view at the 1950 convention. The exhibit in the North Building of the Navy Pier at Chicago will be open March 12-15 with Sunday, March 12, set aside as a special exhibitor's day with no other program activities scheduled

list of exhibitors

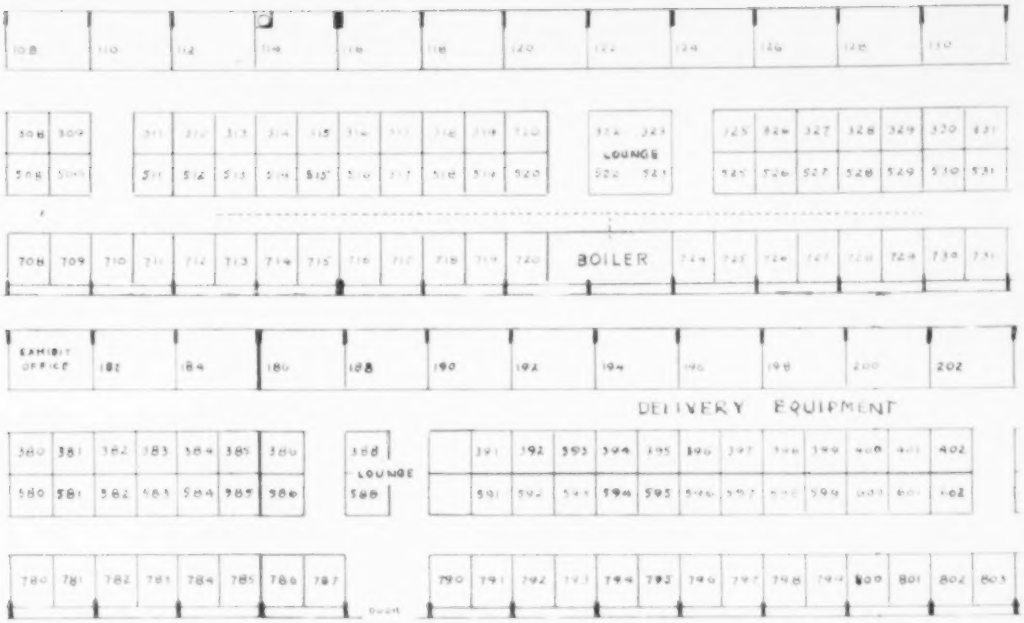
EXHIBITOR	BOOTH NO.
AA Laundry Machinery Co., 1110 S. Kedzie Ave., Chicago, Ill.	192
Adco, Inc., Sedalia, Mo.	362, 363
American Dry Cleaner, 21 W. Huron St., Chicago, Ill.	753
American Hatters Supplies, Inc., 542 S. Dearborn St., Chicago, Ill.	765
American Laundry Machinery Co., Norwood Station, Cincinnati, Ohio	337-346, 537-546
American Mothproofing Co., 711 N. Euclid Ave., St. Louis, Mo.	174
Anderson-Prichard Oil Corp., Apco Tower, Oklahoma City, Okla.	606
Armour Soap Works, 1355 N. 31st St., Chicago, Ill.	394
Armstrong Machine Works, 816 Maple St., Three Rivers, Mich.	795
Armstrong Machinery Co., 381 Peachtree St., N. E., Atlanta 3, Ga.	417
Arrow Mfg. Co., 2924 Terrace, Kansas City, Mo.	180
Atlanta Brush Co., P. O. Box 1358, Atlanta, Ga.	178
Ayr-Mor Machinery Co., Inc., 601 W. Washington St., Chicago 6, Ill.	170
Stuart Bart, Inc., 114 E. 32nd St., New York 16, N. Y.	160
I. Behrstock Co., 1708 S. State St., Chicago 16, Ill.	227
Berlou Mfg. Co., 126 Blaine Ave., Marion, Ohio	401
G. H. Bishop Co., 621 S. Kolmar Ave., Chicago, Ill.	300-306, 500-506
Blessing Packaging Co., 411 Brannen St., San Francisco, Calif.	174
Book Laundry Machinery Co., Woodruff & 12th St., Toledo, Ohio	100
Book Time Signal & Control, Waynesboro, Pa.	420
Boston Clip & Tag Co., 178 Atlanta Ave., Boston, Mass.	804
Bowser, Inc., 1302 E. Creighton Ave., Ft. Wayne, Ind.	779, 780
Bryan Steam Corp., Peru, Ind.	228
Burkstar Specialties Co., 14019 Wyoming, Detroit 4, Mich.	430
R. D. Bussard & Son, 505 E. 5th Ave., Albany, Ore.	818
Butler Mfg. Co., 13th & Eastern Ave., Kansas City, Mo.	350-354, 550-554
Caled Products Co., Inc., Brentwood, Md.	178
Calgon, Inc., Laundry Dept., 323 Fourth Ave., Pittsburgh, Pa.	774
Capital Poster Service, Inc., 307 Canal St., New York, N. Y.	609, 610
Carman & Co., Inc., 629 W. 27th St., New York, N. Y.	768, 769
Carson Textile Co., Inc., 1 Porter St., Philadelphia, Pa.	391
Certified Chemical Co., 1472 E. 25th St., Cleveland, Ohio	182
Chandler Machine Co., West St., Ayer, Mass.	745, 746
Samuel Chezlin Co., Inc., 2721 N. Halsted St., Chicago, Ill.	229
Chevrolet Motor Division, Truck Dept., Detroit, Mich.	214, 216, 218, 220
E. L. Chrisman Co., Inc., 8255 Compton Ave., Huntington Park, Calif.	731, 732
W. M. Cissell Mfg. Co., 831 S. 1st St., Louisville, Ky.	528-531
Clayton Mfg. Co., P. O. Box 550, El Monte, Calif.	146-148 (boiler)
Cleaners Hanger Co., 18140 Jane Couzens Highway, Detroit 21, Mich.	626
Cleaners Sales & Equipment Co., 201 Washington St., New York 7, N. Y.	432, 433
Cleaning & Laundry News, 124 W. Fourth St., Los Angeles, Calif.	173
Cleaning & Laundry World, 381 Fourth Ave., New York, N. Y.	415
Cleveland Rug Cleaning Machinery Co., 5618 Hamlet Ave., Cleveland, Ohio	819
Colgate-Palmolive-Peet Co., 105 Hudson St., Jersey City, N. J.	402
Cook Machinery Co., Inc., 3401 Ross Ave., Dallas, Texas	154
Cravenette Co., 8th & Madison Sts., Hoboken, N. J.	776
Crewdson Company, 360 E. Grand Ave., Chicago 11, Ill.	797
Cyclotherm Corp., 75 West St., New York 6, N. Y.	750-752 (boiler)
Dahlberg Machinery Co., 918 E. Superior St., Duluth, Minn.	767
Darco Corp., 60 E. 42nd St., New York, N. Y.	373
Davies-Young Soap Co., 705 Albany St., Dayton, Ohio	410, 411
Davis Mfg. Co., 7053 S. Chicago Ave., Chicago 37, Ill.	226
Davis Specialties, Inc., 631 S. Kolmar Ave., Chicago, Ill.	307-507
Detrex Corp., P. O. Box 501, Detroit, Mich.	423, 424, 623, 624
Dicalite Div., Great Lakes Carbon Corp., 612 S. Flower St., Los Angeles, Calif.	562
Robert C. Dill & Associates, Inc., 14 E. Kinzie St., Chicago, Ill.	792
Doctor Boiler, Inc., 4316 Main St., Dallas, Texas	798
Dodge Division, Chrysler Corp., Box 1259, Detroit, Mich.	206, 208, 210, 212, part of 204
Dow Chemical Co., Midland, Mich.	611, 612
F. F. Drew & Co., Inc., 15 E. 26th St., New York, N. Y.	188
Drycleaning Industries, 9 E. 38th St., New York, N. Y.	817
Dryco Corp., 4425 James St., Syracuse, N. Y.	308, 309, 508, 509
E. I. du Pont de Nemours & Co., Inc., Wilmington, Del.	370-372

PULL OUT



EXHIBITOR	BOOTH NO
Eaton Chemical & Dyestuffs, Inc., 1490 Franklin St., Detroit, Mich.	577, 578
Eclipse Fuel Engineering Co., 801 S. Main St., Rockford, Ill.	126
Emery Industries, Inc., 4700 Carew Tower, Cincinnati, Ohio	616, 617
Excelsior Machinery Co., 1452 Randolph St., Detroit, Mich.	754, 755
Fabric Laundry & Dry Cleaning Machinery Corp., 192-198 Bunker St., Brooklyn, N. Y.	733
Filtrol Corp., 634 N. Spring, Los Angeles, Calif.	614
Fletcher Works, Inc., Glenwood Ave. & Second St., Philadelphia, Pa.	766
Ford Motor Co., Truck & Fleet Sales Dept., 205 W. Wacker Dr., Chicago 6, Ill.	194, 196, 198, part of 200
Forse Equipment Corp., 1415 Fairview, Anderson, Ind.	747
Foster Stephens, Inc., 310 S. Christiana Ave., Chicago 24, Ill.	784, 785
Fry Bros. Co., 1728 Dana Ave., Cincinnati, Ohio	808
Fumal Corp., 4965 Van Dam St., Long Island City 1, N. Y.	392
Fortex Rejuvenating Corp., 50 Crary Ave., Mt. Vernon, N. Y.	355
Garment Dyers Guild of America, 818 Dorman St., Indianapolis, Ind.	416
Garment Finishing Equipment Corp., P. O. Box 246, Sharon, Pa.	332
F. B. Gast & Sons Co., 235 Lexington Ave., N.W., Grand Rapids 4, Mich.	330
Bill Glover, Inc., 5204 E. 15th St., Kansas City, Mo.	712-717
A. Goodman & Co., 6211 Cottage Grove Ave., Chicago 37, Ill.	613
Greenville Chemical Co., Wallace Bldg., Greenville, S. C.	563
Grass Machinery Co., Inc., 179 Halbert St., Buffalo, N. Y.	564-568, 564-568
Goslin Kramer Co., 74 Commington St., Boston, Mass.	579
Walter Hoertel Co., 2840 4th Ave. S., Minneapolis, Minn.	590-593
Hotten Supply House, Inc., 404 S. Wells St., Chicago 7, Ill.	331
C. O. Henriksen Co., 2400 W. Madison St., Chicago, Ill.	232
Herman Buds Co., 4400 Clayton Blvd., St. Louis 10, Mo.	825-829
Hilg Floor Machine Co., 1313 W. Randolph St., Chicago, Ill.	762, 763, 764

EXHIBITOR	BOOTH NO
Hodge, Farwell & Co., 133 N. Sacramento Blvd., Chicago, Ill.	622
Hub Printing Services, 320 N. Euclid, Oak Park, Ill.	621
Hoebuch Mfg. Co., 3775 N. Holton St., Milwaukee 1, Wis.	406-409
Huntington Laboratories, Inc., 900 E. Tipton St., Huntington, Ind.	376
Indiana Mfg. Co., Inc., 1900 E. Main St., New Albany, Ind.	816
International Harvester Co., 180 N. Michigan Ave., Chicago, Ill.	222-224
International Nickel Co., Inc., 67 Wall St., New York, N. Y.	570-572
John Manville Co., 22 E. 40th St., New York, N. Y.	399, 400
Sonia Chemical Co., 27-08 18th St., Long Island City, N. Y.	627
Keystone Aniline & Chemical Co., 321 N. Loomis St., Chicago, Ill.	782, 783
C. K. Kirkpatrick Specialties Co., 7320 Melrose Ave., Los Angeles 46, Calif.	728-730
Kuss Boiler & Engineering Co., 2414 DeKalb St., St. Louis 4, Mo.	597-599
H. Kohnstamm & Co., Inc., 11 E. Illinois St., Chicago, Ill.	601, 602
Kwik Kover Mfg. Co., 410 N. Kedzie Ave., Chicago, Ill.	775
W. A. Laidlaw Wire Co., Peoria, Ill.	802
R. Lolly Co., 516 Kedzie St., Evanston, Ill.	176
W. T. Lane & Bros., Poughkeepsie, N. Y.	375
Laundryman's Cleaner's Guide, Western Union Bldg., Atlanta, Ga.	625
Lincoln Bag Co., Inc., 4200 W. Schubert, Chicago, Ill.	396-398
Loyal Textile Machinery Corp., 286 Scholes St. Brooklyn, N. Y.	138
M. & H. Distributors, 6942 Prospect, Kansas City 5, Mo.	830
McDonnell & Miller, Inc., Wrigley Bldg., Chicago 11, Ill.	149
Manitowoc Cotton Goods, 813 S. Eighth St., Manitowoc, Wis.	395
Manitowoc Shipbuilding Co., Manufacturing Div., Manitowoc, Wis.	790, 791
Louis Marks, Inc., 78-82 N. Summit St., Akron, Ohio	108
Marx Tool Co., 4651 S. Cottage Grove, Chicago, Ill.	574
Marlin Equipment Corp., 785 Heitel Ave., Buffalo, N. Y.	381-386, 381-386
Masterbilt Brush Mfg. Co., 1121 N. Ashland Ave., Chicago, Ill.	631
Medelle Mfg. Co., 25 N. 2nd St., Minneapolis, Minn.	393
Mesco, Inc., Madison, Ind.	615



EXHIBITOR	BOOTH NO.
Mehl Mfg. Co., 2057 Reading Rd., Cincinnati, Ohio	604, 605
Mercury Cleaning Systems, Inc., 549 W. Washington Blvd., Chicago, Ill.	122
Merson Products Co., 15 Greene St., Jersey City, N. J.	632, 633
Midland Laboratories, 210 Jones St., Dubuque, Iowa	799
J. B. Mitchell Co., 4916 W. Jefferson, Los Angeles 16, Calif.	737-739
Montpelier Mfg. Co., Montpelier, Ohio	202, part of 204
Moore's Products, Inc., 1932 Sterling Ave., Elkhart, Ind.	823
Moore's Time Saving Equipment, Inc., 1932 Sterling Ave., Elkhart, Ind.	824
Multi Clean Products, Inc., 2277 Ford Parkway, St. Paul, Minn.	786, 787
National Cash Register Co., Main & K Sts., Dayton, Ohio	800, 801
National Cleaners Chemical Mfg. Co., 2807 W. Lake St., Chicago 12, Ill.	172
NATIONAL CLEANER & DYER, 304 E. 45th St., New York, N. Y.	162
National Indemnity Exchange, 3820 Washington Blvd., St. Louis, Mo.	377
National Marking Machine Co., 4026 Cherry St., Cincinnati, Ohio	704, 705
Newhouse Co., 1125 E. Colorado Blvd., Glendale, Calif.	742
New York Pressing Machinery Corp., 880 Broadway, New York, N. Y.	708-711
Nu-Life Mfg. Co., 8818 Manchester Rd., Brentwood, Mo.	793
Nu-Pro Mfg. Co., 2918 Washington Ave., St. Louis, Mo.	168
Olson Filtration Engineers, Inc., 1624 N. Kilbourn, Chicago, Ill.	734, 735
Ott & Sembower, Reading, Pa.	832, 833
Palm Beach Co., Cincinnati, Ohio	628
Pantex Mfg. Corp., P. O. Box 660, Pawtucket, R. I.	356-360, 556-560
Para-Lux Products Co., 4158 W. Schubert, Chicago, Ill.	396, 398
Paulin Products Co., 4444 Lawndale Ave., Lyons, Ill.	794
Pellerin Milnor Corp., 8000 Edinburgh, New Orleans, La.	130
Pennsylvania Salt Mfg. Co., 1000 Widener Bldg., Philadelphia, Pa.	404, 405, 619, 620
Perfection Products Co., 301 S. Boulevard, Chicago, Ill.	580
Phoenix Products Co., 4715 N. 27th St., Milwaukee, Wis.	166
Pittsburgh Tag Co., 1112 Galveston Ave., Pittsburgh, Pa.	190
Popkins Studio Fixtures, Inc., 6805 Easton Ave., St. Louis 14, Mo.	773
Pre-Marked Strip Tag Co., 3232 Indio St., San Diego, Calif.	379
Procter & Gamble Distributing Co., Gwynne Bldg., P. O. Box 599, Cincinnati, Ohio	108-116, 311-314, 511-514
Prosperity Co., Inc., Syracuse, N. Y.	814
Quality Products Co., 5760 W. Grand Ave., Chicago, Ill.	413, 414
Rossentoss Bag Co., Inc., 1904 Grove St., Glenview, Ill.	758-761
Reliable Machine Works, Inc., 238 Eagle St., Brooklyn, N. Y.	600
Reme Corp., Ruby St., Box 86, Norwalk, Conn.	102
Resilia Co., 2328 W. Nelson St., Chicago, Ill.	184
Riverside Mfg. Co., 4919 Connecticut St., St. Louis, Mo.	532
Root & Co., Ionia Ave., S.W., Grand Rapids, Mich.	103
Rosenthal Mfg. Co., 3037 N. Kedzie Ave., Chicago 25, Ill.	622
L. A. Salomon & Bros., 216 Pearl St., New York, N. Y.	595
Saxe-Freeman Co., 1412 Harney St., Omaha, Nebr.	756, 757
Fred H. Schaub Engineering Co., Inc., 2110 S. Marshall Blvd., Chicago, Ill.	156, 158
Sec-O-Matic Corp., 55 LaFrance Ave., Bloomfield, N. J.	186
Sellers Engineering Co., 4860 N. Clark St., Chicago, Ill.	736
Shedlov-Heinz Mfg. Co., 15 Wilder St., Minneapolis 1, Minn.	740, 741
Shields Engineering and Mfg. Co., 277 E. 156th St., Cleveland, Ohio	781
Signal Chemical Mfg. Co., 2648 Woodhill Rd., Cleveland, Ohio	744
S. J. C. Supply House, 3108 S. State Ct., Chicago, Ill.	777, 778
Southern Mills, Inc., 585 Wells St., S. W., Atlanta, Ga.	796
Speare Company, 2235 S. Ford Ave., Chicago 16, Ill.	812
Spix Products Co., 119 Dahlem St., Pittsburgh, Pa.	805
Stadham Co., Inc., 1825 N. 20th St., Philadelphia, Pa.	575, 576
Standard Laundry & Cleaning Machinery Co., 3015 Bryan St., Dallas, Texas	425
Standard Register Co., Dayton, Ohio	167
Starchroom Laundry Journal, 304 E. 45th St., New York, 17, N. Y.	721, 722, 723 (booler)
Steamaster Automatic Boiler Co., 5819 Compton Ave., Los Angeles 11, Calif.	426, 427, 428
J. W. Steele & Co., 12th & Howell, N. Kansas City, Mo.	328-330
Lawrence M. Stein Co., 815 W. Van Buren St., Chicago, Ill.	390
Sterling Supply Corp., 1 Porter St., Philadelphia, Pa.	596
Sterne & Maley Co., 3604 S. Morgan St., Chicago, Ill.	134
P. R. Street & Co., Inc., 561 W. Monroe St., Chicago 6, Ill.	

PROGRAM

41st Annual Convention and Exhibit
National Institute of Cleaning and Dyeing

Chicago, Illinois
March 12-13-14-15, 1950

SUNDAY, MARCH 12

9:30 a.m. Registration, Navy Pier, North Building
10:00 a.m. Opening of Exhibit, Navy Pier, North Building

MONDAY, MARCH 13

9:30 a.m. Exhibit, Navy Pier, North Building
1:40 p.m. Convention Session, Meeting Hall, Navy Pier, North Building
Film: "Power Behind the Nation"—Motion Picture Association of America
2:00 p.m. Call to Order and Welcome—R. W. Staub, President, NICD
Singing of "America"
Invocation
Introduction of Board of Directors—R. W. Staub
Reading of Minutes
Appointment of Committees
President's Report—R. W. Staub, assisted by George Fulton, Director of Research; Max Feinberg, Legal Counsel; John P. Gray, Director of Education; William B. White, Director of Field and Engineering Service
Formal Presentation of School Library to NICD by Harry Price, Celanese Corporation of America, and Acceptance by R. W. Staub
"How to Pick a Star Salesman"—William Radas, Sales Consultant, Milburn, N. J.
8:00 p.m. Dance and Get-Together, Main Ballroom, Sherman Hotel

TUESDAY, MARCH 14

9:30 a.m. Exhibit, Navy Pier, North Building
9:40 a.m. Convention Session, Meeting Hall, Navy Pier, North Building
Presiding: T. E. Milholland, Vice President, NICD
10:00 a.m. "Master Salesmanship for the Drycleaning Industry"—Eugene B. Mapel, Methods Engineering Council, Pittsburgh, Pa.
"Merchandising Now for 1950"—Thomas W. Ogden, Jr., Spitzer, the Cleaner, Richmond, Va.
"Route Sales Strategy"—Samuel Darko, Darko & Sons Cleaners, Indianapolis, Ind.
1:35 p.m. Convention Session, Meeting Hall, Navy Pier, North Building
Presiding: W. M. Cannon, Director
Film: "Harnessing the Rainbow"—E. I. Du Pont de Nemours, Inc.
2:00 p.m. "What Do Our Customers Want?"—Gordon Henning, Longley's, Ltd., Toronto, Canada
"How About the Shopping Center?"—Kenneth C. Welch, National Suburban Centers, Inc.
"Inject Vitamin Q into Your Business"—Dr. Dorothy Siegert Lyle, Consumer Relations Department, NICD

WEDNESDAY, MARCH 15

9:30 a.m. Exhibit, Navy Pier, North Building
9:40 a.m. Convention Session, Meeting Hall, Navy Pier, North Building
Presiding: E. V. Hedge, Director, NICD
Film: "In Balance"—Wilding Picture Productions
10:00 a.m. "How to Improve Methods"—Robert E. Cowie, NICD Staff
Panel—"Making Complaints Pay Off"
Albert E. Johnson, Director of Trade Relations, NICD, Moderator
Lawrence Monship, President, Ohio Customer Relations Association, Store Adjustment Managers, Akron, Ohio
Emery Klineman, President, Majestic Specialties Co., Inc., Cleveland, Ohio
George Smith, Bur-Mil Laboratories
"Where Are Your Costs?"—D. W. Armstrong, NICD Staff
1:30 p.m. Convention Session, Meeting Hall, Navy Pier, North Building
Presiding: R. W. Staub, President, NICD
Film: "Facts About Fabrics"—E. I. du Pont de Nemours, Inc., Rayon Division
2:00 p.m. Quiz Panel—NICD Staff Members
Annual Business Meeting
8:00 p.m. Banquet and Floor Show, Main Ballroom, Stevens Hotel

CONVENTION THEME—

"More Drycleaning for More Customers"

LOCAL CONVENTION COMMITTEE

William L. Skahen, Chairman
Smitty N. Abrams
Roy Bicknell
Ed Breen
Al Fisher
Joe Mayberry
John O'Connor
Mel Rosenberg
Ben Rosenfield
Joe Whalen

LADIES' COMMITTEE

Mrs. William L. Skahen, Chairman
Mrs. Helen Stevens Fisher, Hostess
Mrs. Ed Breen
Mrs. Julius Daniels
Mrs. Hy Ditkowsky
Mrs. Al Fisher
Mrs. Mel Rosenberg
Mrs. Ben Rosenfield

WILLIAM L. SKAHEN

SAMUEL DARKO

RAY STAUB

THOMAS W. OGDEN JR

WILLIAM RADOS

FEATURED SPEAKERS

Talks by leading authorities within and without the industry and panel sessions will stress the need for greater selling efforts during the coming year. A fashion show will be part of the fabrics program

DRAPER W. ARMSTRONG

ROBERT E. COWIE

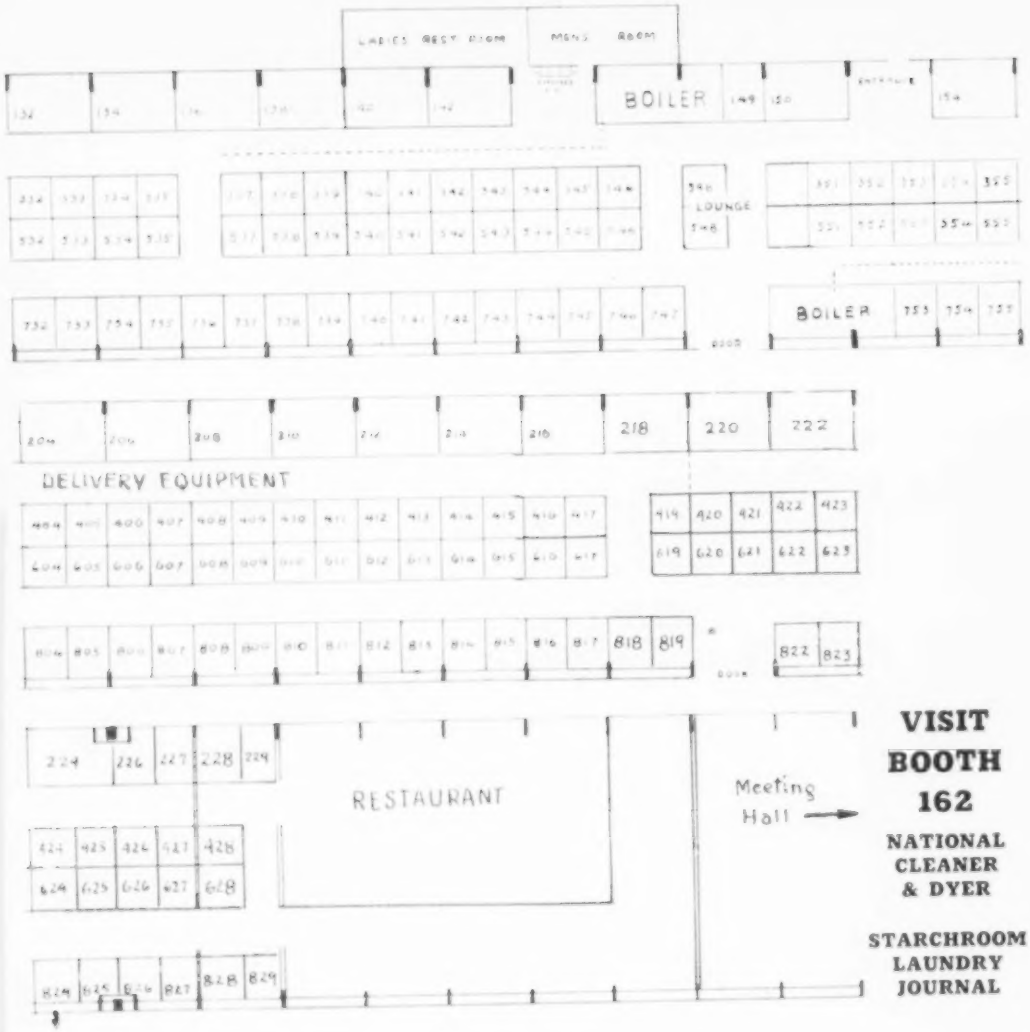
ALBERT E. JOHNSON

DR. DOROTHY S. LYLE

EUGENE B. MAPEL

Annual Dinner
N.I.C.D. Alumni Society
Crystal Room, Hotel Sherman
March 13—7:00 P.M.

Membership Breakfast Meeting
Laundry and Cleaners
Allied Trades Association
North Ballroom, Stevens Hotel
March 12—8:00 A.M.



VISIT BOOTH 162

NATIONAL CLEANER & DYER

STARCHROOM LAUNDRY JOURNAL

EXHIBITOR	BOOTH NO.
Stry Jenkoff & Co., 817 E. Market St., Louisville 5, Ky.	915
Super Laundry Machinery Co., St. Joseph, Mich.	594
Tokamine Laboratory, Inc., Clifton, N. J.	421, 422
A. B. Temple Co., 308 W. Burlington, LaGrange, Ill.	231
Textag Co., Inc., P. O. Box 1949, Atlanta, Ga.	813
Textile Marking Machine Co., 246 Walton St., Syracuse, N. Y.	555
Time Savers, Inc., 83-99 Walnut St., Montclair, N. J.	140-142
Tri-Chemical Division, Tri-State Equipment Co., 4112 Swetland Bldg., Cleveland, Ohio	803
Tri-Pak Machinery Service, Inc., Harlingen, Texas	743
Triplex Indestries, Inc., 3601 S. Racine Ave., Chicago, Ill.	104
Troy Laundry Machine Div., American Machine & Metals, Inc., East Moline, Ill.	333-335
Unipress Co., 2800 Lyndale Ave., Minneapolis, Minn.	533-535
U. S. Hoffman Machinery Corp., 105 Fourth Ave., New York 3, N. Y.	316, 317, 516, 517
	118-126
	318-327
	518-527
	718-727
United Vacuum Appliance Corp., 130 S. Central Ave., Connersville, Ind.	772

EXHIBITOR	BOOTH NO.
Vic Cleaning Machine Co., 1313 Hawthorne, Minneapolis, Minn.	699-703
Waldorf Co., 2250 Wabash Ave., St. Paul, Minn.	471
Wallerstein Co., Inc., 180 Madison Ave., New York, N. Y.	771
Warco Laboratories, 1678 W. Vernon Ave., Los Angeles, Calif.	809
Western Laundry Machinery Co., 10th & Fayette Sts., N. Kansas City, Mo.	806, 807
Western Laundry Press Co., 619 South 5th West St., Salt Lake City, Utah	150
Westvaco Chemical Co., 405 Lexington Ave., New York, N. Y.	412
White House Products, Inc., 360 Furman St., Brooklyn, N. Y.	607, 608
Wichita Precision Tool Co., 733 N. Main, Wichita, Kans.	136
A. E. Wilson Chemical Co., 38 Passaic Ave., Kearny, N. J.	772
Robert L. Wolff Co., 609 W. Lake St., Chicago, Ill.	315, 515
Wyandotte Chemicals Corp., Wyandotte, Mich.	573
L. A. Young Spring & Wire Corp., (Star Service), 9200 Russell St., Detroit 11, Mich.	419
Zephyr Laundry Machinery Co., 153 W. Huron St., Chicago, Ill.	810, 811

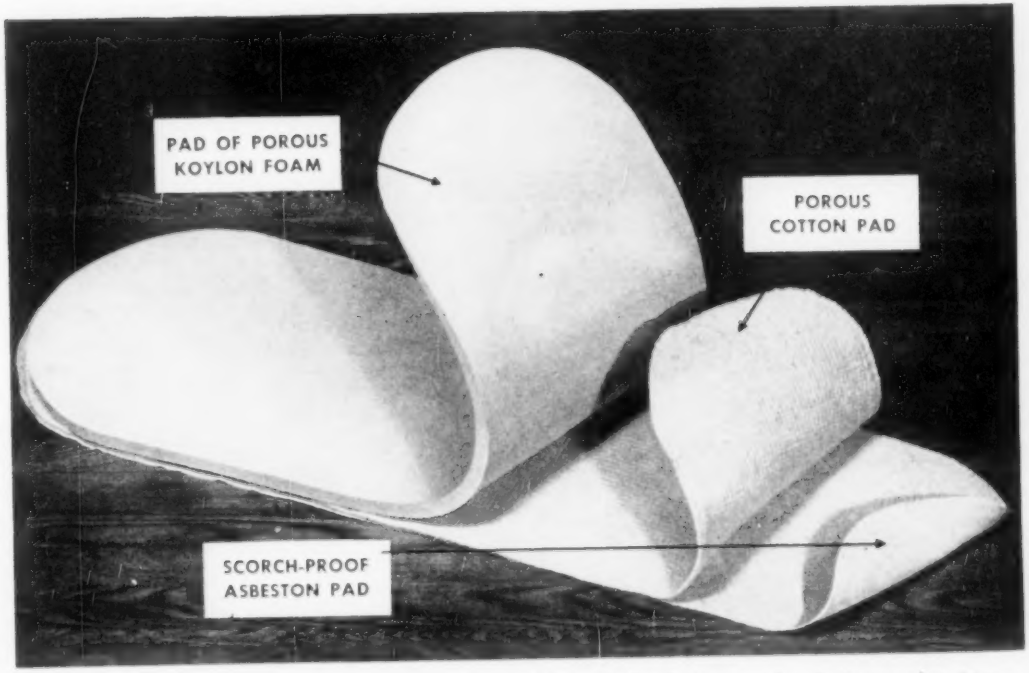
"PLEASE BE KIND TO ME"

"HAND-PRESSING" RESULTS

WITH NEW

U.S. Koylon® FOAM *Pressing Pad*

INSULATED WITH FLAME-PROOF ASBESTON* FABRIC



Range of sizes • Easy installation
Molds to shape, pad trims evenly over edge

You get far better work—faster, easier, too—with real safety of operation. For this pad smooths and presses, yet fluffs up fibers—prevents suit shine. Buttons and zippers sink into the foam, so they won't break. The layer of Asbeston, woven with rock asbestos is fire-resistant. Discover the revolutionary advantages and economy of this pressing pad. Available only through your jobber.

MORE EFFICIENT • MORE ECONOMICAL

- NO breaking or crushing of buttons, zippers
- Less shine on fabrics

- Quick steam and vacuum. Reduces ironing time
- No Lint

- Cuts maintenance and replacement costs
- Increases safety

UNITED STATES RUBBER COMPANY

Koylon Foam Division, Mishawaka, Indiana • Serving Through Science

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THE IMPROVED PERRY

SOLVO-MISER

AVAILABLE IN TWO SIZES

★

SAVES costly solvents to the extent that many firms have paid for their machine within one year or less. Even with high speed extraction approximately ten (10) lbs. of solvent remains in a thirty (30) lb. load of garments. The Solvo-Miser reclaims between 90 to 95% of this solvent, which in dollars and cents means a dollar or more saved every time a load is put in the machine.

SAVES on exhaust of fumes through efficient deodorizing system. The SOLVO-MISER has two motors — one of which can be run to expel the noxious fumes while the machine is being unloaded. The expulsion of these fumes is a legal requirement in many locations, and a health safety factor in all.

SAVES production cost. When the machine is used in conjunction with a closed-type synthetic cleaning machine, production is doubled, and in some cases tripled. No necessity of purchasing another expensive dry-cleaning machine to increase capacity.

SAVES in noise and wear. No troublesome clutch to become noisy or to wear. V-belt driven through reducer. Less employee fatigue due to quieter working conditions.

SAVES lint trouble. Ideally located lint-collector assures lint-free condenser coil. Lint and dust will not collect between the cylinder and the casing.

SAVES attention. Its time-signalling device permits more efficient scheduling.

SAVES wrinkles, ensuring more production in the finishing department, and satisfied customers.

SAVES labor, money, time, maintenance and repair, and improves the quality of the work. Model A, capacity 30 lbs. dry weight $1195 — Model B, 35 lbs. dry weight $1295.

★

OPPORTUNITIES IN
SELECTED TERRITORIES
OPEN TO DEALERS

E. J. PERRY CORPORATION

JEFFERSON AND LAWTON STREETS

FALL RIVER, MASSACHUSETTS

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Three Answers . . . .

TO YOUR SPOTTING PROBLEMS

(To remove ink, paint, rust, blood, iodine, food and albumin stains)

SOLVINK

Removes INK, RUST, PAINT and BLOOD stains quickly and safely. No harm to fabric or color. The real answer to your spotting problems. SOLVINK is guaranteed safe on white or colored fabric that is safe in water.

½ pint set—2 solutions—$2.25
(Available in pts., qts., gals.)

GREENZYME

Inexpensive and time-saving, Greenzyme removes food and albumin stains—use in a bath solution only for large area stains. Dissolves rapidly, making a potent bath solution.

$3.95 Per Pound in case lots

TANSOL

Guaranteed to remove such Tannic Acid stains as coffee, teas, cola beverages, wine, fruit, caramel, and other sweets, regardless of how much set by heat. Safe on any fabric—white or colored that is safe in water.

½ pint set—2 solutions—$2.25
(Available in pts., qts., gals.)

GREENVILLE CHEMICAL CO.

DEPT. 3N GREENVILLE, S. C.

ORDER FROM YOUR JOBBER TODAY

See these spotters in action at the NICD Convention in Chicago. Booth 563.

CLIP COUPON FOR FREE SAMPLE

Please send sample of (check) TANSOL SOLVINK GREENZYME

Name Address

City State

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Above left: Conspicuous feature of new plant of Acme Dry Cleaners & Dyers at Pomona, California, is triangular brick-faced flower bed at corner of 23 by 140 foot parking lot. Planted in bed is black and white neon sign. Customers drive in at front, leave lot by paved roadway on side street. Above right: Main plant building, 25 by 75 feet, is built of pumice blocks, has composition fireproof roof. Bricked flower bed is kept filled with blooming plants all year around; local florist makes four complete plantings each year. Five foot canopy over angling front carries black sign against white stucco top, with neon tubes giving stand out effect. Hole leveled off curbing to allow approach to parking lot from either direction on main street.

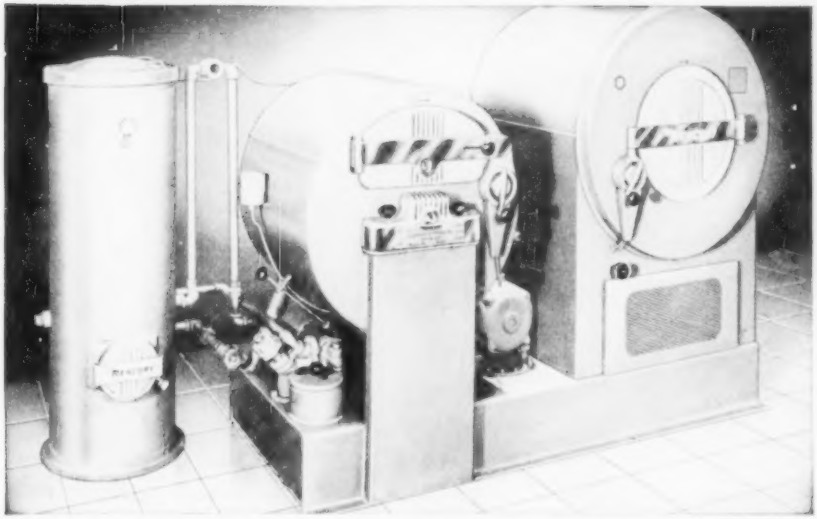
NEW POMONA PLANT

Modern Plant of Acme Cleaners Upholds the High Standard Set by Industry in California

OUTSTANDING even in a section which abounds in up-to-date cleaning plants is the new establishment of Acme Dry Cleaners and Dyers at Pomona, California. Built a little over a year ago by J. Bryan Thurman, the plant represents an investment of $75,000.

Above: After year's operation owner J. Bryan Thurman would make only one change—some way of locking 436-pound, ¾-inch-thick plate-glass door without stooping to floor level. Note that there are two Yale locks. Left: Counter front is inlaid Weldtex. Floor inlaid asphalt tile. The walls are papered in green and beige stripes. Not shown are the soft easy chairs, table with current magazines. Partition between store and garment storage has a door for each rack.

OVER 2,700 PROFIT-PRODUCING MERCURY UNITS NOW IN USE!!



Mercury, the Modern Petroleum Dry Cleaning Unit. U. L. listed. Washer-Extractor, Tumbler, 1000 GPH Filter, Pump and Storage Tank in one complete system.

- Compact and convenient. Needs only 5 x 10 ft. space.
- No need to handle wet garments. Cleans and extracts in same cylinder.
- Easy to install. Delivered completely assembled with unions for filter connection.
- Totally closed and vented to the outside; eliminates odors and waste.
- Uses safe, low cost, 140° Flash Petroleum Solvent.

HANDLES $1,200 HIGH-QUALITY DRY CLEANING VOLUME PER WEEK! COMPLETE UNIT COSTS ONLY $2595.

F. O. B. FACTORY

Greater Production • Better Performance

Greater Capacity. Washer and tumbler are designed for 36 pound load. More volume—less effort.

Faster Drying. More than 50 complete air changes per minute. The Mercury dries faster and safer.

Shrinkage Control. Choice of 6 temperature ranges on the tumbler assures absolute shrinkage control on any type of load.

Simplified Controls. Time and motion are reduced by convenient controls combined in the door handles.

Mercury "Rapids" Filter. Standard equipment with unit, this 1000 GPH filter has free-flow, no-clog filter plates, and exclusive, easy-to-open cover.

Mercury Filters and Tumblers sold independently; jobber and salesman inquiries invited. Write for Descriptive Literature.

FASTER PRODUCTION WITH MERCURY TUMBLERS

Class 2 Tumbler. For use with Stoddard and low-flash, non U. L. listed solvents. Large fan, ⅞ H.P. explosion-proof motor, full 24-inch explosion hatch. Meets all N.B.F.U. safety requirements.

U. L. Listed Tumbler. Available for additional capacity with any 140° F. petroleum unit. Same tumbler as supplied with regular Mercury system.

Laundry Tumbler. Same general design as dry cleaning tumblers. 1000 cfm air movement gives faster, fluffier drying. Quick-action automatic door for speedier loading and unloading.

All Tumblers 36 x 30 size.

Booth 132 at NICD Convention March 12-15, Chicago.

MERCURY CLEANING SYSTEMS, INC.

549 W. WASHINGTON BOULEVARD, CHICAGO 6, ILLINOIS • TELEPHONE AN dover 3-5420

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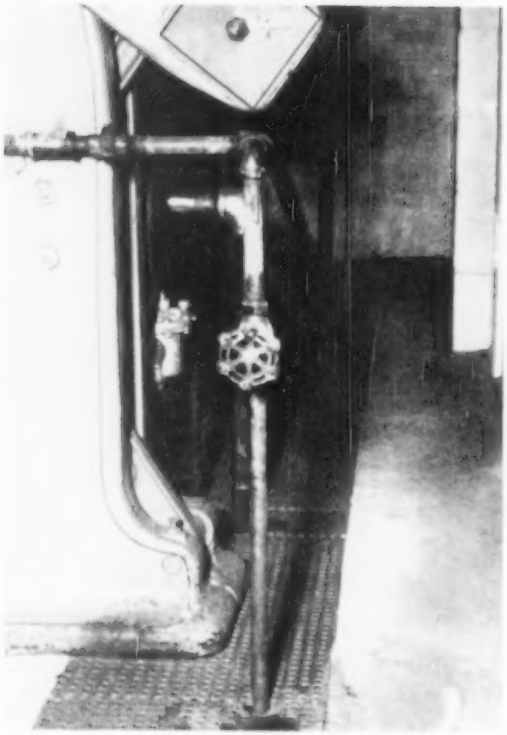

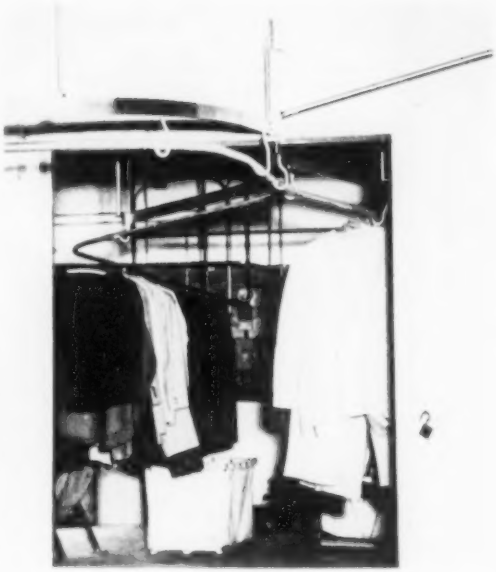

an uncalculable amount of planning, worrying and experience.

Some of the features which make the new Acme plant both complete and attractive are shown in the photographs. ☆ ☆

Above left: Tunnel for steam and return lines is covered by metal plate in removable four-foot sections. Floor plate is ¼-inch thick, 13 inches wide to cover 12-inch steam-pipe gutter; cost 40 cents a running foot. Behind all equipment mounted on wall line is 30-inch alleyway; this allows room for cleaning and making repairs; eliminates excuses for dirty floor behind equipment.

Above right: Cleaning room, wet-cleaning and spotting departments occupy 25-by-40-foot extension at rear of main building. From spotters, garments go by clothrails which converge at fire-door partition between cleaning room and main plant. Where fire-door crosses clothrack, an 18-inch section of rack is hinged; a conventional joint allows the rail section to drop when the door is closed. Garments come up one rail to first inspection post, where they are routed to finishing lines or returned on go-backs.

Right: Roof flat trap with automatic water level control. Acme Cleaners has two of these traps connected to the tumbler line.

Below: Each press location in finishing room has an outside door. The plant is air-conditioned but if a presser is too warm or if there is excess steam he can open nearest door. Note the semi-sponge mat of pressing stations to reduce leg and ankle fatigue.

Don't Be Deviled by Fatty Acids!

Use Blue Label Darco in your filter

Darco is death to fatty acids—the one sure way to get clean, sweet-smelling *quality* dry cleaning every time.

Darco doesn't "cover up" odors—Darco gets rid of the cause of odors by killing off fatty acids and trapping all types of residues that foul your cleaning solvent. This eliminates the need for special "sweeteners" . . . and adds up to improved performance from your washer, still, filter, and tumbler.

See your Darco distributor *now!* There's one near you because Darco distributors are everywhere. Write for "Handbook of Solvent Recovery."

DARCO

DARCO—REG. U. S. PAT. OFF.

DARCO CORPORATION

60 East 42nd Street, New York 17, N. Y.

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GAS-FADE SALVAGE

Method of Bleaching to New, Even Color Restores Garment to Wearable Condition

by CORT ANTONSON

WHILE acid gas fading continues to plague all dry cleaners, some of them have trained their customers to recognize the discoloration as a failure of the dyestuff not chargeable to the cleaning. One such customer recently produced an acetate housecoat that had gas faded badly away from a light blue, and wanted to know what could be done to make it wearable.

The customer objected to redyeing, since she had previously had an acetate garment redyed with resulting fabric breaks. She insisted that she could wear the housecoat if only the color could be made even.

Since the owner of the garment was willing to assume the risk, an attempt was made at salvaging it by bleaching. A strong bleach, sodium hypochlorite, could be used because it was a cellulose fiber.

First, a sample of the fabric was bleached in a test tube with about a 5 percent solution of chlorine bleach. It passed through a number of varying shades. When the sample arrived at a pleasant shade of tan, the bleaching action was stopped with sodium bisulphite, the sample rinsed and dried.

Next the housecoat itself was put down in sodium hypochlorite with the addition of a little glacial acetic acid to speed up the action. As the garment was worked and the bleach took effect, it soon became evident that a different dyestuff had been used on the thread and that it was not leaving as fast as it should. Application of chlorine and acid to the threads sped up the bleaching action so that they soon became the same shade as the fabric.

When a shade of tan resembling the sample in the test tube was reached, the bleaching action was stopped with sodium bisulphite, the garment rinsed, extracted lightly, and blown dry on the windwhip. After the housecoat was finished it really looked like new and the customer was mighty happy over it.

Since that first experiment this process has been repeated on about six different garments, ranging from blouses to evening gowns. So far every customer has been thrilled with the result.

Color Possibilities

Experiments with a number of samples of acetate fabric have shown various colors passing through the following shades under the procedure described:

Chocolate brown—to light brown, tan
Orange sharkskin—to light orange, cream, light tan, cream, white
Medium green—to tan, gold, yellow, light yellow
Tan—to light gray, white
Brown—to dark gold, light gold, light yellow, cream
Gold satin—to yellow, light yellow, cream, egg-shell, white
Navy blue satin—brown, light brown, gold, tan

It is recommended that any dry cleaner attempting this processing should first bleach a sample of the fabric in a test tube, so that he can get an idea of the color he will arrive at and also give the customer an idea of what to expect.

As a check on the durability of the new shade, a customer was contacted for whom a blue taffeta blouse, that had faded to a bluish purple, was bleached to a light peach. After three months, the customer reported that the blouse had washed beautifully and that she liked it even better than when it was new.

In one case an evening gown salvaged in this manner had flowers worked into the fabric. It so happened that the dye in the flowers was fast to oxidizing bleaches. When that gown was returned an even peach shade with the flowers unaffected, the customer could hardly believe her eyes.

In a similar case, an acetate taffeta blouse in medium blue with a pigmented flower design was bleached to a cream-white shade with blue flower trimming.

This type of processing is very simple; also, the shades of color arrived at are quite original and do not look the least faded out. What's more, the cost of the job is not very great, only about half that of dye work. This advantage, plus the fact that quicker service can be given and that the garment does not have a dyed look, seems to please the customer. There is also no reason why the customer cannot have the garment redyed later on should she so desire.

These rehabilitation jobs have created great good-will in the customers served in this manner, because in most cases it was literally a "bring 'em back from the dead" proposition. In the writer's opinion, a great many garments affected by gas fading could be similarly salvaged within a reasonable price range. ± ±

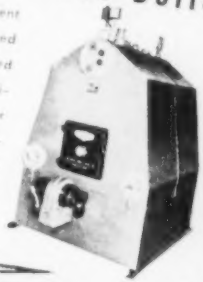
"Strangely enough, your late uncle Charley requests you each put up the amounts you owed him for drycleaning, and then draw straws for it."

Visit
Kisco Booths
597 - 598 - 599
At Chicago
March 12 - 15

The Big Three To ... Step Up Production ... Boost Profits

You Can't Buy A Better Boiler Than A Kisco STEEMATIC Vertical Water Tube Boiler

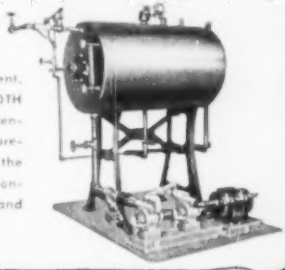
The most economical and efficient boiler we've ever built. Designed for your requirements — designed for fast steaming — for equal efficiency with any type of fuel or automatic firing equipment — designed to do the job better at less cost. Fully insulated, fully "Packaged" for easy installation.



Write for Catalog BSA-3

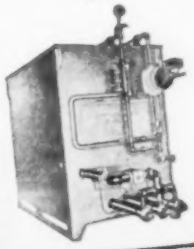
Steam Costs Money! Cut the Cost of Steam With A Kisco-Bilt Return-To-Boiler System

Steam wasted is profit lost! Don't continue to waste steam with inefficient methods and equipment. This SYSTEM reclaims BOTH high and low pressure condensation, automatically feeds preheated make-up water to the boiler and maintains a constantly uniform water level and steam space.



Write for Catalog BRS-3

The Kisco Automatic Cabinet Boiler Exclusively Designed for Oil or Gas Firing



... gives you fully automatic steam production. No fireman needed ... It operates almost entirely without human attention. And because it is automatically controlled it maintains even pressure, uniform water level and steam space at all times, which results in more efficient, more economical operation.

Write for Catalog BC-3

Kisco Boiler & Engineering Co.

2414 DeKALB STREET ST. LOUIS 4, MO.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Start A Rug Cleaning Dept. In *YOUR* Plant!

Requires A Down Payment of Only $350! Pays Its Own Way!

Here's a chance to rapidly build a small investment into a flourishing business that can satisfy everyone the most profitable part of your operation. Practically all your present customers have rugs that need cleaning. You should cash in this to get this business . . . especially when you show them how HILD System Shower-Tred Shampooing restores the fibers, the bright colors and soft "feel" to their rugs. Rug cleaning pays generous profits. You can quickly pay off the small investment required . . . and begin piling up extra earnings.

HILD HELPS YOU GET BUSINESS

Business from your present customers is only a beginning! ADVERTISE! You'll get plenty of new rug cleaning customers . . . and soon you'll be getting their drycleaning business as well! HILD makes it easy for you to advertise at small cost. Making newspaper ads, radio announcements, postcards, circulars printed with your name and address, and many other Sales and Advertising Aids are available for your use. Hundreds of drycleaners now operate big-profit, big-volume HILD System Rug Cleaning Departments. Now is the time for you to get started!

FREE BROCHURE! Mail Coupon NOW!

HILD FLOOR MACHINE CO.
740 W. Washington Blvd., Chicago 6, Ill.

I want the FACTS about HILD System Rug Cleaning. I am also interested in:

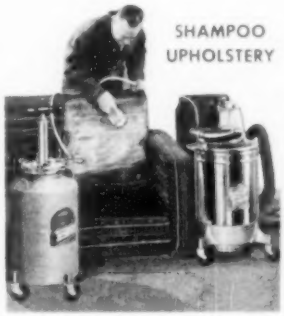
- ☐ On-Location Carpet Cleaning
- ☐ Upholstery Cleaning

Name _____

Address _____

City _____ State _____ NC3

With the same HILD Equipment used to clean rugs, you can also shampoo wicked-down carpeting "on location." This work pays a profit of 2¢ to 5½¢ per sq. ft. . . . adds extra value to your investment in HILD Equipment.



Don't overlook this up-and-coming profit-maker! Every home is a prospect. You can earn $7 to $10 profit shampooing a davenport and chair. Get complete information!

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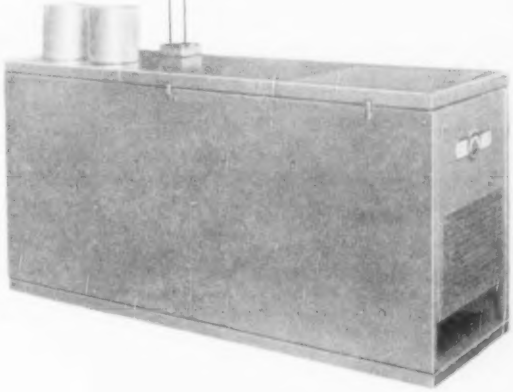
STORAGEMASTER

One Word Answer for Profitable Fur and Woolen Storage

Now, for only $695 FOB Minneapolis, you can get a Haertel unit to fumigate, ventilate and dehumidify a storage area that will handle up to 1,000 garments. You can now offer complete protection for fur and woolen storage at a modest capital investment. Write today for complete information on this new "plug in" unit, and see how you can get your share of the fur and woolen storage profits.

All controls are located outside of storage area.

New 1950 specialized fur cleaning supplies and advertising aids are now available. Inquiries invited.



The STORAGEMASTER is encased in a steel cabinet that has been finished in gleaming marine blue enamel with a hammered finish. All machinery is enclosed inside of the case, while the controls for fumigation and ventilation are located on the outside of the storage area. With the exception of a little elementary ductwork, it is simply a "plug-in" unit. The STORAGEMASTER will handle 2500 cubic feet of space or up to 1,000 garments.

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NICD Convention

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Two-page spread played up drycleaning article in February *Woman's Home Companion*. Reproduction is about one-third original size

PRESENTING THE DRYCLEANER

Of the articles on drycleaning which have been appearing with increasing frequency in consumer publications, probably the best is the one which was featured in the February 1950 *Woman's Home Companion*. By "best" we do not mean an unrealistic whitewash of the drycleaning industry but the most complete and thorough discussion of the subject that has been run in the general magazine field.

The author of the article, Morton Southerner, spent several months in its preparation, talking to both customers and drycleaners, visiting plants in many towns, consulting the trade press, visiting the National Institute of Cleaning and Dyeing, and even working for a while in a drycleaning plant. As a result, while some inaccuracies have slipped in they are remarkably few and unimportant in view of the layman's viewpoint and the length of the article, which runs over three pages.

The spirit of the article is indicated by the title chosen, "How to Get On with Your Dry Cleaner." It covers every phase of the drycleaning industry, ranging from the processing of garments to unserviceability. It distinguishes between the three types of establishments—press shops, served by wholesale cleaners, petroleum and synthetic plants; gives a detailed description of the processing of garments as it should be done in a good plant, contrasted with the short cuts taken by the bad ones, and goes into unserviceables in considerable detail. It also takes up ways in which garment damage may be caused by the wearer, advises readers on how to help the cleaner do a good job, gives both a criticism of the cleaners who stall and fight against paying legitimate claims and the cleaners' viewpoint on illegitimate claims, discusses the handling of claims by various means, such as small claims courts and Better Business Bureau arbitration committees, and gives some indication of the proper distribution of blame for damage among cleaners, manufacturers and customers.

Even the subject of profits and prices is briefly discussed. Based on a study of financial statements of average cleaners, the author concludes that industry profits are not excessive, and that prices are generally moderate and often even too low to allow satisfactory work. The article closes with a reassurance that frequent good drycleaning will prolong garment life.

While drycleaners will certainly be interested in reading the article, any beneficial results will, of course, come from its effect on the general public. The *Woman's Home Companion* is one of the leading magazines in its field, but even the largest circulation does not include all drycleaning customers. The drycleaner with a clear conscience unwounded by the critical portions of the article might do well to point it out to his customers in make it available to them.

While the *Woman's Home Companion* article presents a case for the good drycleaner, exonerating him from much unjustified censure, it also makes no excuses for the inferior cleaner, the plantowner who evades fair claims, or who generally brings the industry into disrepute. The fact that the article presents all phases of the subject testifies to its fairness and should thus intensify its influence toward a better understanding and appreciation of the industry. ☆ ☆

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If you are losing 25 minutes a day in time waste, lateness or errors, you are losing a minimum of $100.00 a year that could be saved.

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Midst thousands of raffle tickets, blindfolded Miss Virginia of 1949 draws out car winning number and hands it to H. C. Alexander, Home Laundry and Dry Cleaners, secretary of Norfolk (Virginia) Dry Cleaners Guild

STRENGTH FOR THE LOCAL GROUP

Norfolk Cooperative Car Raffle Proves Successful Incentive for Spurring Both Sales and Membership

by JOHN J. DUNN

EARLY this winter things weren't going too well with the Norfolk Dry Cleaners Guild, the local trade association of the Virginia seacoast city. Many of the plantowners were worried about a sales slump. Membership in the group was falling off, and regular meetings found only a handful of plants represented.

In discussing their problem the officers of the association, headed by President Dick Hines of the Virginia Cleaning and Pressing Works, decided that the best way to stimulate new interest with the local cleaners was to give something away—preferably something which would also promote increased sales. The officers knew that a total of about 200 drycleaning trucks and shops were operating in the Norfolk area. On this basis they figured a $15 levy on each outlet would produce $3,000, or more than enough to finance the purchase of a new car which could be raffled off to the customers of participating plants.

The planning committee realized that this method of collection was not completely equitable. For example, a large, multiple-outlet laundry doing only a small percentage of cleaning would tend to oversubscribe, while a strictly cash-and-carry drive-in might be taxed with less than its fair share. Payment on the basis of outlet, however, did have several advantages. For one thing, it was unnecessary for the association to get involved with the sometimes touchy topic of individual volume figures. In most cases the method shifted the larger costs to the plants which would get the greater sales return from the raffle. Finally, and perhaps most important, the plan allowed the small cleaner to come in on the project at a rather minimal sum.

Out of the 46 laundry and cleaning plants in the city, 38 took part in the raffle and were enrolled in the Norfolk Cleaners Guild. Today, the group includes in its ranks over 82 percent of the potential membership.

The raffle was staged over a 40-day period during which entry blanks were distributed in the stores and from the trucks of all cooperating cleaners. A customer was permitted one chance with each order submitted. Garment inserts and word-of-mouth advertising were the only devices used to promote the raffle, but public interest was sufficient to force participation by some plants which had rejected the project at the outset. The accumulated entry stubs with their attached invoices totaled about 150,000 and filled 12 large starch barrels. On December 21 Miss Virginia of 1949 drew out the winning number.

The cost of the car plus printing and promotional expenses came to just about $2,500. After discussion with other participating cleaners, officers of the Guild estimate that general sales in the city rose about 15 percent during the period of the raffle. In Norfolk total dry-cleaning volume in a normal week ranges around $35,000. On this basis a 15 percent increase for five weeks would amount to $26,250 worth of extra sales, certainly a handsome return on a $2,500 investment. More important from the long-range viewpoint is the fact that the Norfolk Dry Cleaners Guild today has five or six times as many active members as it had six months ago. # #

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Visit these leading cleaners in the Chicago area and see the economies effected by Washex operation:

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741 South Cicero Ave.
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315 E. Main Street
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(1—200 lb., 1—300 lb.)

Shoreline Cleaners
1219 Washington Ave.
Wilmette, Ill.
(1—200 lb., 1—300 lb.)

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2215 East 75th St.
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(2—300 lb.)

Arlson Cleaners
2239 Roscoe St.
Chicago, Ill.
(2—300 lb.)

Delaney Heald Co.
7159 Stony Island Ave.
Chicago, Ill.
(1—200 lb., 1—300 lb.)

Lakeside Cleaners
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Chicago, Ill.
(2—200 lb.)

David's Cleaners
31 West 5th Ave.
Gary, Ind.
(1—200 lb.)

THERE'S A *WASHEX* FOR EVERY SIZE PLANT

Write Dept. NC for free Washex booklet

- **Cut labor costs more than 50%**
- **Simplify the cleaning process**
- **Save solvent**

with

WASHEX

COMBINATION WASHER-EXTRACTOR

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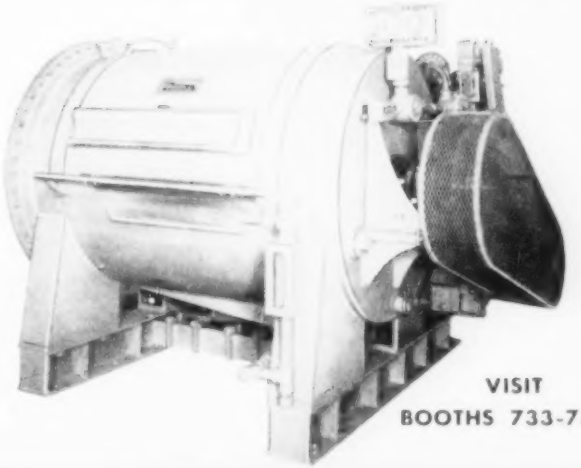

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192 Banker Street **Brooklyn, N. Y.**

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CURB-SERVICE TICKETS

by LON FANALD

A SMALL plant with curb service is operated by Wayne Cripe in a shopping center a good way out from downtown Spokane, Washington. Eighty percent of the volume of Cleaning "by Cripe's" comes from curb service which is handled by the counter girl, the marker, and a part-time carhop who is on duty for the morning and evening rush hours.

For this setup, Mr. Cripe developed a combination ticket and receipt which would leave little room for errors and promote fast service.

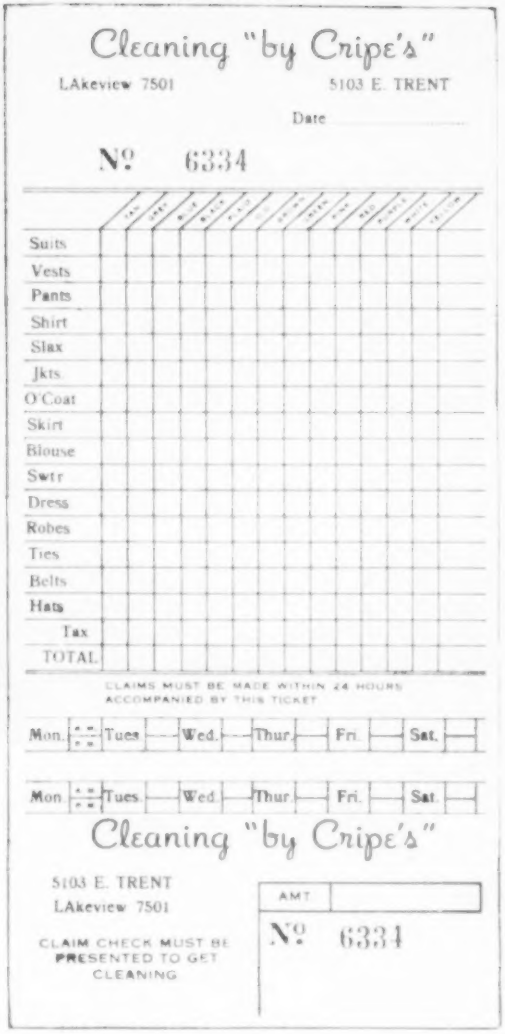
The ticket is of cardboard with a tear-off receipt at the bottom both carrying the same number. The firm name and number stand out in red ink, the rest of the ticket and receipt are printed in black. The ticket lists 15 items and 15 colors, with squares for indicating both garment and color with one check.

In twin lines, one at the bottom of the ticket which goes through with the order, and one line at the top of the receipt, there are squares for the promised date—A.M. and P.M. Monday through Saturday.

The plant uses the strip-tag system for marking garments. On the ready-garment storage rails which are just 10 steps from the carhop entrance, all garments are hung by number, with the tickets on the side or sleeve next to the aisle. In an easy-reference card file on the customers' counter all garments are listed on cards, similar to the tickets, and filed alphabetically.

Around 75 percent of those taking advantage of the carhop service bring their receipts when they call for cleaning. On the other 25 percent the carhops stop at the counter and get the number from the alphabetical card file.

"This type of ticket," Mr. Cripe said, "has many advantages. The main one is that a carhop can locate an order, and know that she is getting all of it, in about half the time required under the old carbon-copy ticket plan." ■



Cleaning "by Cripe's"

LAkeview 7501 5103 E. TRENT

Date _____

№ 6334

	Tan	Green	Blue	Black	Gray	Brown	Navy	Pink	Red	Maroon	White	Yellow
Suits												
Vests												
Pants												
Shirt												
Slax												
Jkts.												
O'Coat												
Skirt												
Blouse												
Swtr												
Dress												
Robes												
Ties												
Belts												
Hats												
Tax												
TOTAL												

CLAIMS MUST BE MADE WITHIN 24 HOURS ACCOMPANIED BY THIS TICKET

Mon. Tues. Wed. Thur. Fri. Sat.

Mon. Tues. Wed. Thur. Fri. Sat.

Cleaning "by Cripe's"

5103 E. TRENT
LAkeview 7501

CLAIM CHECK MUST BE PRESENTED TO GET CLEANING

AMT.

№ 6334

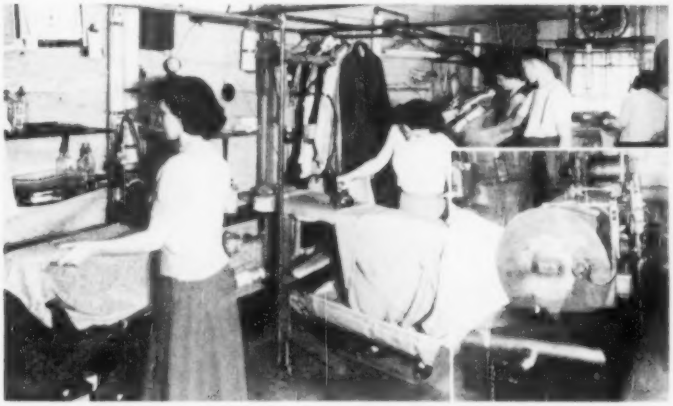
Top left: Owner Wayne Cripe of Cleaning "by Cripe's," Spokane, Washington, explains simplified ticket developed to speed curb service. Above: Actual ticket is slightly larger than reproduction shown here.

STEAM-PAK

YORK YS POWER

GENERATOR

A PRODUCT OF YORK-SHIPLEY



"ECONOMICAL PLUS" say Burrell Mellane Cleansers in Melrose, Mass., of their York-Shipley 15 h.p. high pressure Steam-Pak. "We want you to know how pleased we are with our York-Shipley steam generator. Constant steam pressure — requires no personal attention during the working day. It is economical PLUS in operation — it uses only one-half the fuel we were using in our previous 8 h.p. boiler."

SUBSTANTIAL SAVINGS

result from

- "Steam-Pak" efficient three-pass boiler construction.
- "Steam-Pak" automatic operation with varying loads.
- "Steam-Pak" rapid steam production.

PLUS *iris shutter* precise metering and rapid mixing of air and fuel in "Steam-Pak" burners — see Iris Shutter explanation at left.

"Steam-Pak" Generators are built in capacities from 15 h.p. up, for low or high pressure steam or hot water, for light or heavy oil, combination gas and oil, or straight gas. Ask for Bulletin No. 37-43. See your nearest York-Shipley dealer, or write, 'phone or wire

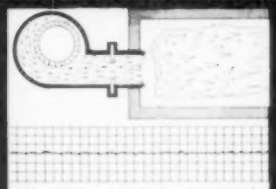
YORK-SHIPLEY

INDUSTRIAL DIVISION

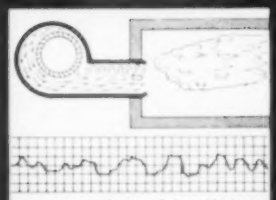
320 Jessop Place, York, Pennsylvania — 'Phone 7841

INDUSTRIAL DIVISION RESIDENTIAL DIVISION

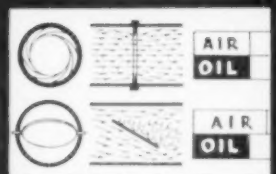
WITH *Iris Shutter* WATCH DOG OF BOILER EFFICIENCY



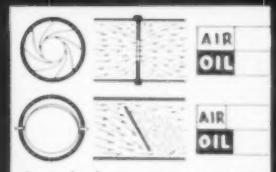
Above is pictured a typical burner WITH Iris Shutter control. Graph and flame illustration show the even flame and practically perfect control of air through your entire range.



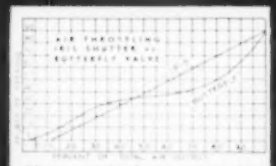
Burner without Iris Shutter shows air turbulance and uneven flame with fluxuating air volume indicating poor control.



Control of air volume through Iris Shutter versus butter-fly valve at 60% angle of opening.



Control of air volume through Iris Shutter versus butter-fly valve at 30% angle of opening. Note difference in volume control of air and oil.



Above graph shows comparison between Iris Shutter and butter-fly valves normally used in oil or gas burners. Note the perfect control with Iris Shutter.

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Use this Rule of Facts

for measuring Advertising Values

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THERE is no substitute for FACTS. That goes for measuring advertising values or making laboratory tests of materials for your factory. When you buy advertising space in a publication you have a cash investment in every copy of the issue that carries your sales message. Obviously some of the people who receive the paper are better prospects for your goods and services than others. Thus the distribution of your advertising, via the publication, becomes a No. 1 factor in the success or failure of your investment. To appraise a publication's advertising value to your business therefore it is necessary to have all the facts about its circulation.

Factual information regarding the identity, quality and size of business paper audiences is available to advertisers in the reports issued by the Audit Bureau of Circulations. The Bureau, a cooperative association of 3300 advertisers, advertising agencies and publishers, has established standards for measuring circulations—maintains a staff of experienced circulation auditors to audit the circulations of publisher members—issues the information thus obtained in A.B.C. reports for space buyers to use in evaluating, comparing and selecting media.

The audited information in A.B.C. business paper reports includes the answers to these questions: **How much paid circulation? How much unpaid? What do subscribers pay? What is their occupation or kind of business? Were premiums used as circulation inducements? How many subscribers renewed? How many are in arrears? Where are the subscribers located?**

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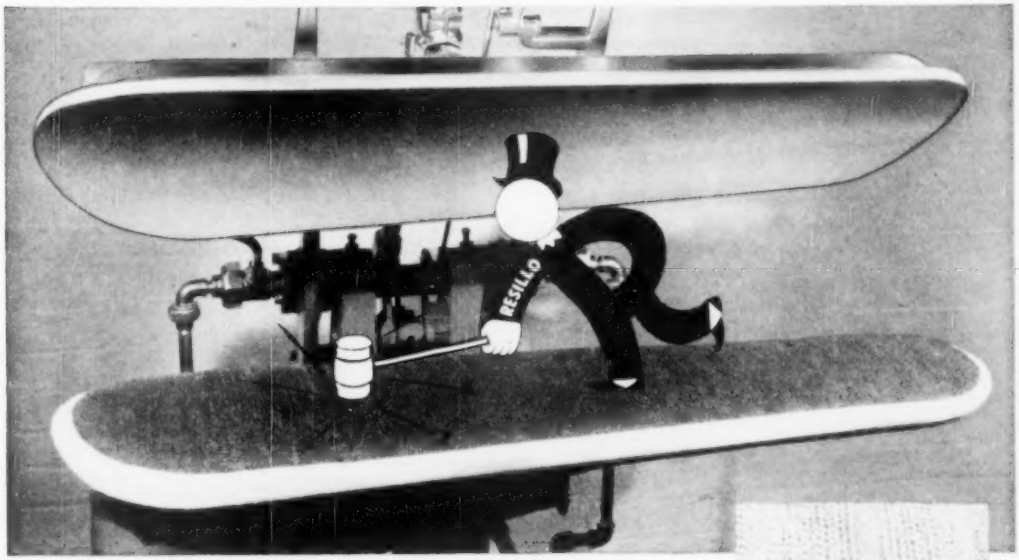

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Their porous, open weave construction allows quicker passage of steam, steps up production, reduces operating costs . . and *Resillo Perfex Press Pads will not pack down nor harden.* They carry our usual guarantee to give long, satisfactory service. You can expect *Resillo Perfex Press Pads* to pay for themselves in saving of time, labor, materials and equipment.

Over 1,000 sizes, shapes fit all pressing machines, assuring maximum pressing efficiency.

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Close-up view showing porous, open weave of Resillo Press Pads.

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Get the highest possible efficiency from all your pressing machines. Let us survey your plant and submit our recommendation. No cost; no obligation.

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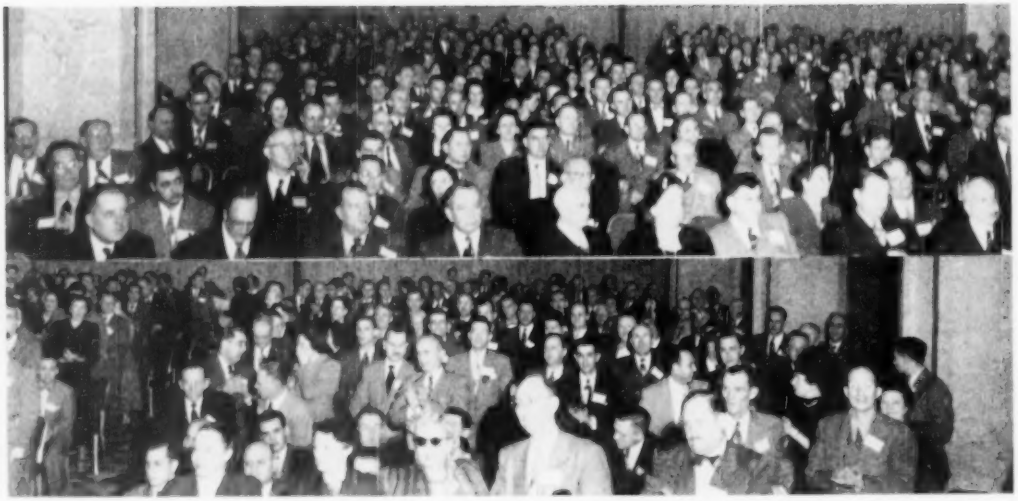


Full attentive sessions were the rule, without exceptions. Even the business session was heavily attended

RUG CLEANERS' HOUDINI

Leavitt Reelected at Fifth Annual Meeting of NIRC

by WILLIAM R. PALMER

THE late Houdini may never have met a rug cleaner, but his influence was very evident at the fifth annual meeting of the National Institute of Rug Cleaners, held at the Hotel Statler in Washington, D. C., January 14-17. One bit of unscheduled entertainment was a demonstration of escape from a strait-jacket by a pupil of the old master, Sidney H. Radner of Holyoke, Massachusetts, who is also a rug and carpet cleaner, claimed no connection between strait-jackets and the rug cleaning business.

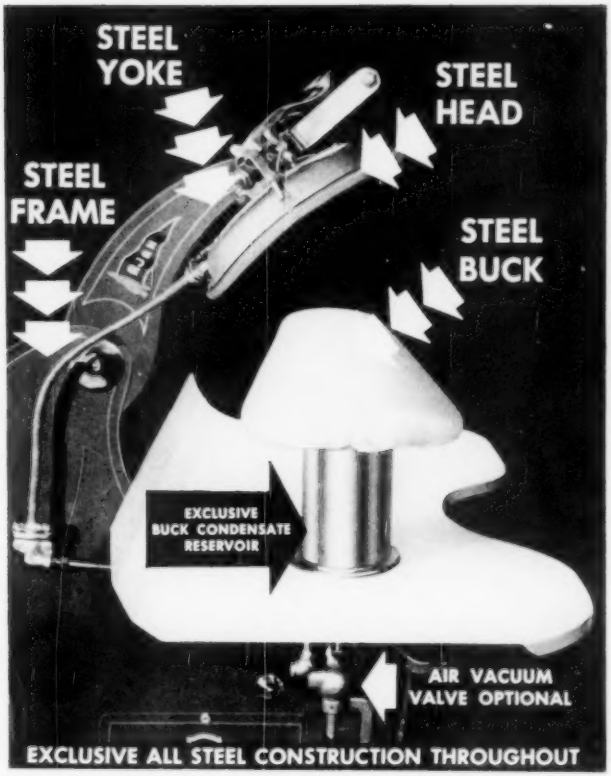
The other reference to Houdini was a bit of showmanship by R. L. Ayers, Jr., of Covington, Virginia. Mr. Ayers pointed out that Houdini's claim that all of his mystifying feats were based on fundamental laws of nature could also be said of sound management techniques that achieved what appear to be astoundingly successful results. Foremost among Mr. Ayers recommendations were the development of a uniform cost accounting system for the industry, and more widespread application of job simplification methods throughout rug cleaning plants.

"What the consumer wants to know about rug cleaning" was the subject of a symposium by consumer and NIRC representatives. The women on the panel represented several different women's organizations and came primed for bear. As always, the greatest difference of opinion was over the question of shrinkage, with the usual round of hearty applause for the lady who demanded "sanforized" rugs and carpeting.

Dr. Dorothy S. Lyle, in charge of customer relations at the National Institute of Cleaning and Dyeing, was the first of several speakers supplied by the dryCleaners' institute as part of the two associations' joint program. Dr. Lyle called for better training of drivers in making a preliminary inspection of rugs in the home and giving customers a report on what they can or cannot expect.

William E. Carlson of Travellers Insurance Company outlined a welfare insurance program now in effect among some plants in the New York metropolitan area and described the conditions under which the same plan could be made operative in other communi-

Dilemma of a rug cleaner. Sidney Radner got out of his dilemma, too!



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DRY CLEANING PRESSES *offer these* EXCLUSIVE FEATURES!

Faster Steam — More Powerful Vacuum

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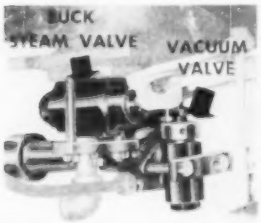

EXCLUSIVE quickly detachable vacuum valve

EXCLUSIVE jumbo, quickly detachable buck steam valve

- Stainless steel seats
- Requires little packing
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- Clamp mounted
- Inconel springs
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EXCLUSIVE Jiffy removable Welpco head valve

- Stainless steel seats
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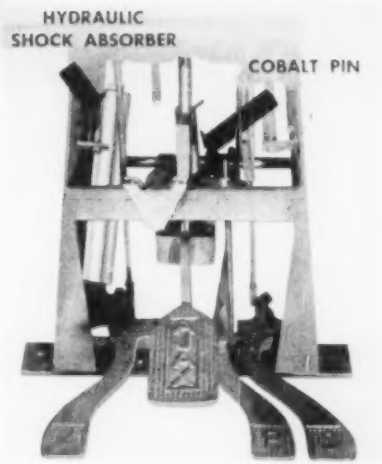

EXCLUSIVE trouble proof giant hydraulic shock absorber

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EXCLUSIVE Cobalt pin—locks anywhere

- Locks automatically at any pressure desired
- Compensates for any thickness of material
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Visitors in small groups went through NICD on six-minute headway, spending that time in each department. Guides remained at stations, passed groups on. Group ended in lecture room for resume of rug cleaning course by graduate and by John P. Gray, director of instruction at NICD.

ties. This plan will be described more fully in a later issue of THE NATIONAL CLEANER & DYER.

At the evening session Representative Clarence J. Brown, a member of the Hoover Commission, recounted the fantastic waste and duplication in the government bureaucracy. He told how nearly a third of the Commission's recommendations had been or are about to be accomplished, but suggested that they represented the cases arousing the least opposition in political circles. The inference was that the remainder will come much more slowly unless citizens put pressure on their Congressmen to speed up the conversion to a more efficient government.

Representing the Carpet Institute, Inc., its secretary, King Hoagland, described some of the points to guard against in dealings with customers, points that present a negative approach discouraging sales of rug cleaning.

The next of the NICD's representatives was Max L. Feinberg, counsel, with the news that rug cleaners had been officially exempted from the new wage-and-hour law so far as the 75-cent minimum wage was concerned. Mr. Feinberg discussed a number of legal factors influencing bailee responsibility by rug cleaners and other points of legal "philosophy."

A movie was provided by the Esso Standard Oil Company, in beautiful color, describing modern Persia. Part of the film showed the construction of Persian rugs in interesting detail.

Dr. James D. Milburne of the Carbonatic Corporation went into the subject of heat energy in rug drying, sketching the comparative costs and effectiveness of different types of heating devices.

The head of research at the NICD, George P. Fulton, with the aid of Ross Wright and a device for projecting handwriting on a screen, described the funda-

YOU

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at

733...

So Come On In...
Be Sure to See

The NEW OLSON
FILTERS and STILLS

Booth 733 - NICD Convention
March 12-15, 1950
NAVY PIER, CHICAGO!

OLSON FILTRATION ENGINEERS, Inc.

1624 N. KILBOURN
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mentals of rug spotting. He listed the supplies needed and suggested briefly the techniques to be used in their application.

To this reporter, one of the best sessions at any convention in the service industries has always been the round-table discussion held at the end of each national rug cleaning convention. All the previous speakers are on the platform with a moderator, and the audience fires the questions they have been saving for this session. Invariably the flow of questions has to be shut off after more than two hours of discussion, and the listeners leave with a sense of accomplishment and completion that is rare in any convention.

Following the sessions a large number of the delegates visited the new rug cleaning plant and school facilities recently completed at the National Institute of Cleaning and Dyeing in Silver Spring, Maryland. In fact, the visitation was so heavy the Institute had to suspend operations to do a very well organized and effective job of showing their visitors through.

The same officers were reelected this year for another term: John A. Leavitt, president; Cecil L. Treadway, vice president, and Paul B. Williams, treasurer. Henry C. Hartenbach, Jr., is chairman of the board of directors, and the new board, elected by mail ballot,

comprises: John A. Baker, J. Horace Balm, Charles H. Brown, Jr., August Draffkorn, Paul J. Ericson, V. C. Glass, John J. Hanrihan, Wm. F. Kieschnick, Daniel A. Marcus, Marshall P. Mercer, S. C. Sorensen and Joseph J. Wolfe. R. Osgood Wells was acclaimed for his effective job as executive secretary.

It was a big convention. The 500-odd people milling about the Statler were nearly as big a crowd as the NICD conventions were drawing early in the depression. There's a feeling that rug cleaning is about to burst out all over. # #

LOUISIANA CONVENES

THE new slate of officers chosen at the convention of the Louisiana Laundry and Cleaners Association, held January 21 and 22 at Alexandria, is headed by Philip Foote of New Orleans. The new vice president is Mrs. Herbert Sudwischer of Crowley. Pending the appointment of a new secretary, Blanchard Odom of Ruston will continue as secretary-treasurer.

Reappointed to the board of directors were: R. Cangelosi, Baton Rouge; G. W. Cline, DeRidder; A. Goldstein, Shreveport; Will Hochbaum, Alexandria; John Kean, Baton Rouge; Elgin Norris, Ruston; D. B. Weill, Monroe, and Calvin H. Weiser, New Orleans. Shelton Blue, Lafayette, replaced Mrs. Sudwischer as director and Jack Tyler, Bastrop, was appointed to increase the board to ten members.

Speakers included C. E. Lloyd, Southern Division field manager of Procter & Gamble, who talked on "Calling All Bundles"; Chal H. Myers, R. R. Street & Co., Inc., whose subject was "Get In There and Sell"; Noel L. Cooperider of Butler Manufacturing Co., whose topic was "How Distillation Can Help You," and Denton Harris, editor of *The Grade*, on "How Big Can You Really Grow?" President Foote conducted an open-forum discussion after the session of talks.

New Louisiana officers, President Foote and Vice President Sudwischer

Other features of the convention were the showing of a film, "The Package Laundry System," by Art Sheffield of The Prosperity Company, Inc., and the Sunday noon banquet at which Wirt Dunlop of the American Institute of Laundering spoke. # #

RUGBY M'CLEAN

Economic Adviser to the Nation's Dry Cleaners

WRITE NOW use this coupon

BEST MONEY-MAKING SPECIAL YOU CAN OFFER IS ADDED SERVICE IN CARPET, UPHOLSTERY CLEANING

clean up with MULTI-CLEAN

- There's a *big* potential market for rug and upholstery cleaning—on location or in your plant. 90% of rugs and carpeting never get professional cleaning!
- The Multi-Clean Method is making *extra* profits for others. Get on the bandwagon.
- Your Multi-Clean investment is less than $1,000.
- A trained Multi-Clean representative shows you the way.
- The Multi-Clean Sales Aid Plan helps you get new business.

Multi-Clean Equipment Is the Finest Available

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2271 Ford Parkway, Dept. 12M
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Gentlemen: Send complete information by return mail about the Multi-Clean Method and your Sales Aid Plan.

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Rug and Floor Machines • Industrial Vacuums • Custom Cleaning Chemicals • Permanent Floor Finishes

When writing to advertisers please mention The NATIONAL CLEANER & DYER

25 YEARS AGO... MARCH, 1925
TRUCK DRIVERS PLEASE NOTE: WHEN NECESSARY TO TURN FRONT WHEELS ON PARKED TRUCK, PULL ON FRONT WHEELS WHILE TURNING THE STEERING WHEEL TO PREVENT ANY DAMAGE TO THE STEERING MECHANISM
YE PILGRIM CLEANSING CORP
REVOLUTIONARY NEW SPOTTING UNIT EXHIBITED AT THE LOS ANGELES CONVENTION
CREDITED TO ALFRED HOPKINS, FORMER EFFICIENCY EXPERT FOR THE NATIONAL ASSOCIATION
OFFICES OF NATIONAL ASSOCIATION SOON TO BE MOVED TO WASHINGTON, D.C.
10 YEARS AGO.... MARCH, 1940
DENVER REVOKES 50 YR. OLD ORDINANCE THAT PROHIBITED DISTRIBUTION OF HANDBILLS DUE TO DANGER OF WINDBLOWN CIRCULARS FRIGHTENING HORSES ON STREET
SUITS CLEANED 30¢
LITTLE NATIONAL
IOWA NEBRASKA-MISSOURI CONVENTION OFFICIALLY ADOPTS TITLE "LITTLE NATIONAL" AS 300 DELEGATES ATTEND IN SPITE OF BLIZZARD CONDITIONS. ELECT D.D. DUDLEY PRES., LEONARD GEESEN V.P. MAX I. WALKER TREAS., AND GEO. LEMON CONTINUES AS SECRETARY
GEORGE STOLAR'S LA SALLE CLEANERS IN PORT CHESTER, N.Y. PROVIDES TRUCK TO HAUL CUSTOMER'S CLOTHES ON "MOVING DAY."
DRY CLEANING
CASEY'S DRIVE-IN DRY CLEANING
MEATS
STREET CLOSED
"Opening Day at the New Drive-In..."
TODAY! "THE LITTLE SHOP AROUND THE CORNER"

* THE SCIENTIFIC SCALE REMOVER WITH COLLOIDIZING ACTION

Here's How It Works . . .

Doctor Boiler provides a microscopic film which covers the inside of your boiler and seals off the moisture and chemical action of the water from the scale itself. Thus the scale is dried out and the expansion and contraction of the metal, together with the peptizing action developed by the solution, causes the scale to leave the side walls and tubes of the boiler and drop to the bottom of the boiler to be flushed away . . . Simple . . . Safe . . . Sure!

GUARANTEED . . . You take no risk. Doctor Boiler is unconditionally guaranteed to fulfill all claims made for it by the manufacturer . . . or your money back!

INSURED . . . This product is insured by the Massachusetts Bonding and Insurance Company in aggregate amounts of $100,000 Public Liability and $50,000 Property Damage. Your equipment is protected.

NO BOTHERSOME WATER SAMPLES. WORKS WITH ALL KINDS OF WATER IN ALL KINDS OF BOILERS.

VISIT BOOTH 798 AT* NICD *CONVENTION CHICAGO

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DOCTOR BOILER, Inc. • 4316 MAIN STREET DALLAS . . TEXAS

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Some of rug cleaners and allied tradesmen from New York and New Jersey who attended meeting in New York City

NEW YORK RUG CLEANERS MEET

by JOHN J. DUNN

CHARACTERIZED as "the grand old man of the rug cleaning industry," John W. Williams of J. & J. W. Williams, Inc., New York City, was honored January 31 at a testimonial dinner which climaxed the annual meeting of the New York Rug Cleaners Institute.

The convention opened with an afternoon business session followed by election of officers and directors. A special report on the employers' insurance fund was submitted by Paul B. Williams. Current efforts to effect better rates under bailee insurance were outlined by Edgar D. Milbank.

Sidney Brosse of H. Kohnstamm & Company led an open discussion of washroom changes aimed to conserve New York City's dwindling water supply. The functions of an advertising agency and the ways in which they can be employed by rug cleaners were explained by James D. Webb, vice president of Young and Rubicam. At the close of the afternoon session Samuel Longwill, president of the group, outlined the institute's program.

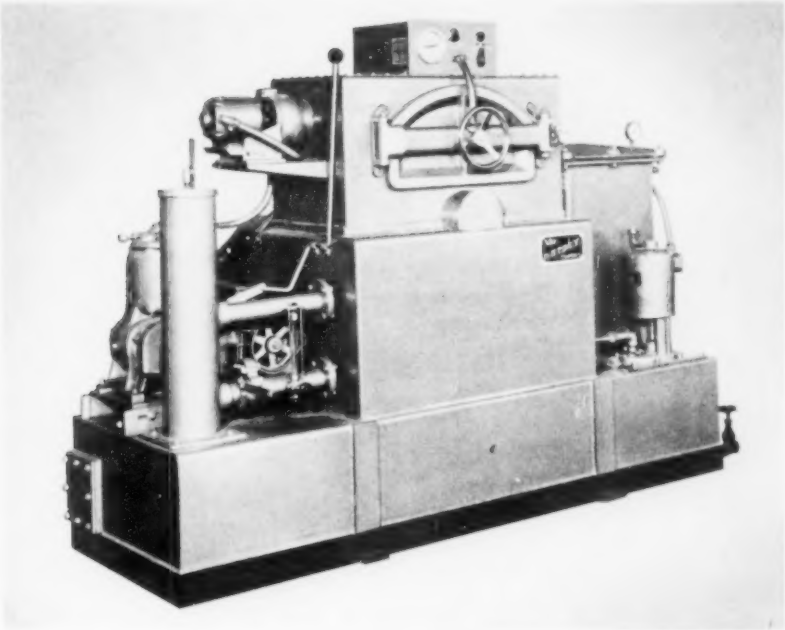
A presentation of a large office clock to Mr. Williams was followed by dinner and a regular floor show at Billy Rose's Diamond Horseshoe.

Reelected officers include: Samuel Longwill, Wilson Carpet Cleaning Service, Inc., New York City, president; Simon Hoffman, Old Long Island Cleaning & Dyeing Est., Woodhaven, L. I., vice president; George Winkler, John Winkler's Son, Far Rockaway, L. I., treasurer, and Harold Buckelew, secretary.

Newly named members of the board of directors are: Paul B. Williams, J. & J. W. Williams, Inc., New York City; Roy A. Wigle, Wigle Rug Cleaning, Mt. Vernon; Walter J. Nichols, Nichols Rug Cleaning, Freeport, L. I.; Kalman Klein, Cline's Rug & Furniture Service, Brooklyn, N. Y.; Jerome Goodman, Goodman's Carpet Cleaning Co., Jersey City, N. J., and George Braun, C. Braun's Modern Carpet Cleaning Co., Queens Village, L. I. ▪ ▪

Right: Some of officers and directors, left to right, seated: Simon Hoffman, Samuel Longwill, George Winkler. Standing: Paul Williams, Harold Buckelew, Jerome Goodman, George Braun, Roy Wigle and Kalman Klein. Below: John W. Williams accepting testimonial

YOU'RE BIG ENOUGH



For the LOW PRICED DETREX CORONET

You're BIG enough for the Detrex Coronet if you do a $200 weekly volume. Why? Because it was designed and priced specifically for building a profitable business from $200 to $1200 weekly with a small investment in a small floor space. If you're now splitting profits with the wholesaler, you're losing the BIG part of the drycleaning dollar.

The Detrex Coronet is the synthetic machine in the low priced field with a proven operating principle —proven for economy, quality, steady work flow and more hourly volume per dollar invested.

This unit will clean 72 pounds an hour in 18 pound loads. With the Detrex Synth-O-Saver you can count on 8500 pounds of cleaning from one 53 gallon drum of Perm-A-Kleen solvent. Economy? That's less than 1 cent per pound.

Let us give you more information on how to realize bigger profits from uniform, top quality cleaning done in your own shop. Write for literature or have the Detrex drycleaning expert in your locality give you the whole story.

See the CORONET in operation

BOOTHS 423-424, 623-624

National Institute of Cleaning and Dyeing

Chicago Convention March 12-15

DETREX CORPORATION • BOX 501, DETROIT 32, MICH.

The Biggest Name in Synthetic Solvent Units

DETREX DRYCLEANING *Process*

When writing to advertisers please mention The NATIONAL CLEANER & DYER

by WILLIAM R. PALMER

A YOUNGER LITTLE NATIONAL

Omaha Convention Heavily Attended; McGowan and Mills New State Leaders

BEST thing we saw at the "Little National" convention this year was the unusually large number of young men in attendance and being chosen to the boards of both the Iowa and Nebraska state associations. Because association responsibility is an education as well as an honor, both groups should be complimented on their policy of involving the younger men in association work.

The scene was the Hotel Fontenelle in Omaha, Nebraska, on February 4-5, and the occasion was the joint convention of the state dryeleaners' associations of Iowa and Nebraska. It was a nicely balanced program and all sessions were well attended, even the final one on Sunday, which at most conventions finds the crowd thinning noticeably.

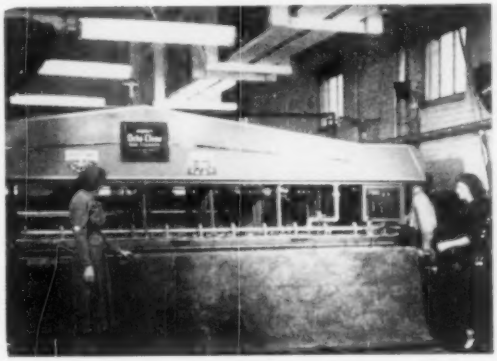
An interesting innovation was having Noel Grady of the G. H. Bishop Company conclude the sessions with a review of the entire program. By bumping the sales talks together and likewise the production speeches, with occasional comments to clarify and amplify what had been said, Mr. Grady very effectively proved what an informative meeting the convention had been.

The sales program included the opening presentation by Melva Krogh of the *American Drycleaner* of a series of effective sales promotion devices, and a description of how to develop a sales program by T. E. Milholland, vice president of the NICD.

The production angle included a discussion of the merits of petroleum versus synthetic solvent by Byron Porter of the Pantex Manufacturing Company; a demonstration of finishing suits, silks and sport shirts by George Schlemon and Benton Perry of the U. S. Hoffman Machinery Corporation; a description of short cuts that can be employed by the smaller cleaner by field service director W. B. White of the NICD; and what might be termed a cross between a fantastic melodrama and a burlesque of "Hellzapoppin" put on by Messrs. Kasson, Wellwood and Weaver of R. R. Street & Company, designed, incidentally, to demonstrate the effect of decreased wetcleaning caused by new methods of prespotting.

NEW! 3 LABOR-SAVING MACHINES FOR RUG CLEANING--BY MOORE

MOORE'S OCTA-CLENE RUG CLEANSER



- rugs pass under 8 rows of Nylon brushes with bristles set in lifetime aluminum
- instant, electrical, finger-tip pressure control on entire brush assembly
- wringer equipped with 3-point air pressure squeeze booster system
- rugs leave wringer on famous Kant-Katch paddle wheel delivery
- only 4 lubrications per year
- built to last a lifetime, weight 30,000 lbs.
- 3 sizes—13 feet, 16½ feet and 19 feet

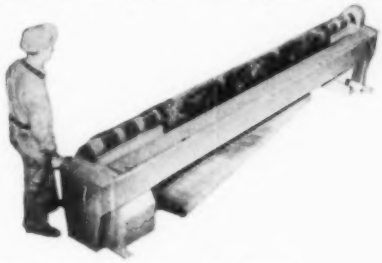
- 30 to 40 9x12 rugs per hour with 2 men
- 40 to 50 9x12 rugs per hour with 3 men
- soaps, scrubs both sides, rinses and wrings in one continuous operation

See color movies at Booths 823 & 824
NICD CONVENTION
and actual plant demonstration at
C. A. BOUSHELLE, 218 E. 71st St., Chicago

PRICED FROM $16,000 to $32,000

MOORE'S MINUTE-MAN FRINGE WASHER

One Man Completes One Rug Each Minute



- push a button, presto! It's clean!
- completely mechanized and automatic
- built to last with nylon filled aluminum backed brushes
- sturdy tank mounted on casters
- geared to last, compact, simple
- roll it to your job

MOORE'S RUG POLE BOOSTER BARS

Boosts the Sag Out of Your Rug Poles

- eliminate claims
- on in 10 seconds
- you are paying for them now, why not have them?
- prevent shrinking
- rugs lay snug
- off in 5 seconds
- be first with the fastest
- order 1 or 2 on trial

for full information write Mr. Cecil Treadway, Director of Sales, 218 E. 71st St., Chicago 19, Ill.

MOORE'S Time-Saving Equipment, Inc.

ELKHART, INDIANA

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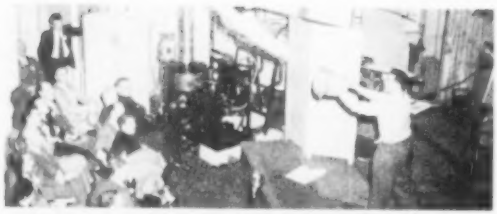
The Nebraska officers present were, seated: Oscar Nielsen, vice president; W. F. Mills, president; George Lemon, secretary-treasurer; George Luedke, board member. Standing are Frank Corrick, Allan Higgins, Leslie Shaffer, Stacy Hoy, W. K. Downing

The Iowa officers, seated: Louis Julius, treasurer; Harold Burke, vice president; Merlin McGowan, president; Robert Corwin, treasurer. Standing: Al Schmidt, Robert Davenport, Clarke Wilson, James Elledge, William Lugsch, Dale Sperry, Emery Kelley

Tall cane in Nebraska! Street's raisons ski on advantages of prespotting



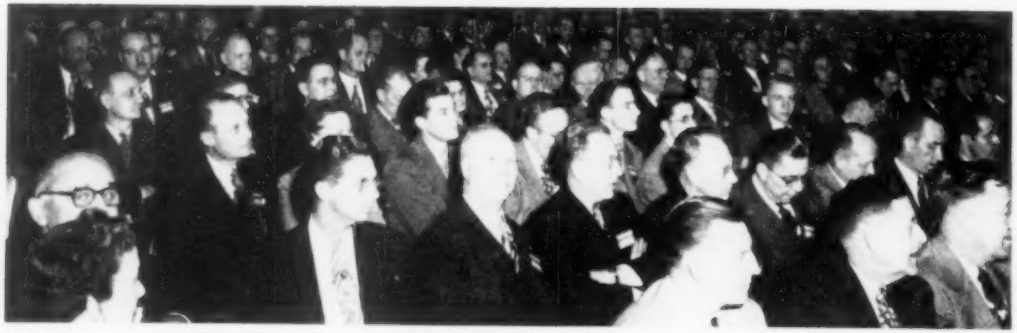
Neal Ballingal of Clayton Manufacturing Company, substituting for E. W. Peterson who was inconvenienced by a sore throat, gave a short talk and answered a barrage of questions on steam generation by package boilers as well as the older type of equipment.

The final luncheon address on trends developing in the drycleaning industry was by W. B. Palmer, editor of THE NATIONAL CLEANER & DYER.

There was also a great deal of interest in the smoothly organized plant tour which included Stepanek's, Dutch, Park Avenue, Teddy Bear, and Royal Cleaners, with buses shuttling between plants at 15-minute intervals.

In Iowa, the officers for the coming year will be: Merlin McGowan, president; Harold Burke, vice president; Robert Corwin, secretary; Louis Julius, treasurer. The Iowa directors will be: Clarke Wilson, Al Schmidt, James Bowers, Dale Sperry, and holdover members James Elledge, Robert Davenport, William Lugsch, Sr., Manila Neal, and Emery Kelley.

The Nebraska group chose W. F. Mills as president; Oscar Nielsen, vice president, and Stacy Hoy, John Eckhardt and Willard Townsend as board members. Leslie Shaffer becomes chairman of the board, and the holdover members are Frank Corrick, Allan Higgins, George Luedke and W. K. Downing. = =



Produces Finer Garment Finishing
for BIGGER Volume!

ALLEN-BILLMYRE
DRYSET
VACUUM SYSTEM

Saves 15% to 25% of Pressing Time!
Slashes steam costs up to 50%!

With competition tough as it is today, those are facts you can't afford to overlook. And only Dryset can give you that big edge over competitors.

Unlike old-style steam attachments, DRYSET leaves the garment dry, smooth and set. It never looks puckered, rough or unfinished due to retained moisture. This is because DRYSET draws a powerful current of air through the garment at high velocity, instantly drying the garment. This better *DRYSET* finish builds greater customer satisfaction . . . and bigger business for you.

Pays for itself in just a few months!

Since DRYSET dries the garment instantly, pressing time and handling operations are 15% to 25% faster.

Tests prove that old-style steam vacuum attachments use 50% to 60% of your steam. *DRYSET does not use steam.*

Furthermore, you have less maintenance with *DRYSET*. No loose or sticking valves to cause wet bucks. DRYSET AIR VALVES do not require packing like high pressure steam attachments.

And finally, DRYSET improves working conditions. Operates quietly . . . does not discharge steam in the room . . . eliminates excessive humidity. *Operators do more.*

DRYSET is easily installed . . . handles from 2 to 250 presses

Mail this coupon Today for Big 3-way Saving!

ALLEN-BILLMYRE
DRYSET
VACUUM SYSTEM

Allen-Billmyre Division
LAMSON CORPORATION
459 Lamson Street, Syracuse, N. Y.

Please send me your DRYSET Bulletin—free of charge. I have (or shall have) ..... pressing machines.

Name of Company .....

Address .....

City ..... Zone ..... State .....

When writing to advertisers please mention The NATIONAL CLEANER & DYER

4 ways to use TWO-GUN SPOTTING either before or after cleaning

1. TO PRESPOT BEFORE CLEANING

There is a definite trend toward prespotting in its literal sense. Drycleaners have learned that many stains which may be removed easily before cleaning become stubborn and difficult when they have been exposed to tumbler or dry room heat after cleaning and before spotting. Prespotting also has many advocates among plants where cleaning room equipment and space are limited, and re-cleans therefore present a problem. Wherever prespotting is practiced, it is done fastest with the TWO-GUN method . . . . . just STEAM the spot, then SPRAY it with CYCLO leveling solution and let the washer do the feathering.

2. TO AVOID WETCLEANING AFTER DRYCLEANING

Silks, gabardines and sport shirts which first are cleaned in the conventional manner are next sorted by the spotter into four categories: Those to be passed directly to finishers; those to be wetcleaned; those to be spotted and re-cleaned; and those which are to be fancy spotted and feathered out on the board.

With TWO-GUN equipment at each spotting board, it will be found that nearly all garments which otherwise would require wetcleaning can be TWO-GUN spotted instead and placed in the re-clean group. This, of course, saves the labor and time of wetcleaning. Of greater importance, it also reduces greatly the cost of finishing those garments.

3. TO SPEED PRODUCTION OF RE-CLEANS

Garments which, after drycleaning, have been sorted for spotting and subsequent re-cleaning, will be handled with far less mess and muss by TWO-GUN spotting. The CYCLO leveling solution, instead of being "slopped" onto the stained area by a brush, is sprayed instantly and effortlessly by the convenient spray gun. This saves both time and labor.

4. TO ELIMINATE LONG, TEDIOUS FEATHERING

By ordinary methods, much time is consumed at the spotting board in attempting to feather out sizing rings on such hard-to-feather fabrics as gabardine, jersey and heavily sized rayon. With TWO-GUN spotting, it takes but a second or two to knock out the stain with the steam gun, spray the CYCLO leveling solution onto the wet area, then send the garments to the cleaning room for a machine rinse, where the washer does the feathering. You get a better job—and hours are added to the spotter's productive capacity.

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Most Powerful Chevrolet Trucks Ever Built!

Plenty of power—and dependable power—to handle heavy loads at lowest cost! Two great engines bring you new power, new stamina, new and spectacular performance with economy. These 1950 Chevrolet P•L trucks are the most powerful trucks Chevrolet has ever built.

In performance, popularity, payload and price, Chevrolet is the outstanding leader! Chevrolet is the nation's choice for every trucking job . . . and on each job, these P•L trucks have established their right to leadership by years of outstanding service.

CHEVROLET MOTOR DIVISION, *General Motors Corporation*
DETROIT 2, MICHIGAN

Far ahead with all these PLus *Features:*

• TWO GREAT VALVE-IN-HEAD ENGINES: the New 105-h.p. Load-Master and the improved 92-h.p. Thrift-Master—to give you greater power per gallon, lower cost per load • THE NEW POWER-JET CARBURETOR: smoother, quicker acceleration response • DIAPHRAGM SPRING CLUTCH for easy action engagement • SYNCHRO-MESH TRANSMISSION for fast, smooth shifting • HYPOID REAR AXLES—5 times more durable than spiral bevel type • DOUBLE-ARTICULATED BRAKES—for complete driver control • WIDE-BASE WHEELS for increased tire mileage • ADVANCE-DESIGN STYLING with the "Cab that Breathes" • BALL-TYPE STEERING for easier handling • UNIT-DESIGN BODIES—precision built.

CHEVROLET P*•L*

ADVANCE-DESIGN TRUCKS

P*opularity L*eaders

The public's overwhelming preference for Chevrolet is proof of owner satisfaction earned through the years. Beyond question, Chevrolet P•L trucks are the nation's leading choice in the entire truck field.

P*erformance L*eaders

The new Chevrolet P•L trucks give you high pulling power over a wide range of usable road speeds—and on the straightaway, high acceleration to cut down total trip time.

P*ayload L*eaders

The rugged construction and all-around economy of Chevrolet P•L trucks cut operating and repair costs—let you deliver the goods with real reductions in cost per ton per mile.

P*rice L*eaders

From low selling price to high resale value, you're money ahead with Chevrolet trucks. Chevrolet's rock-bottom initial cost—outstandingly low cost of operation and upkeep—and high trade-in value—all add up to the lowest price for you.

CHEVROLET

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LIKE March and Pisces*

*According to astrology, the ancient science of the stars, those born from February 19 to March 20 fall under the influence of Pisces, symbolized by two fish.

Stod-Sol
and
Stod-Sol TEST BUNDLE SERVICE

... they go together

BIRTHDAY GREETINGS to DRYCLEANERS BORN in March

Astrologers say that you are imaginative and idealistic. But it requires little or no imagination to appreciate the superiority of Stod-Sol, the time-tested drycleaning solvent. Having ideals, you are constantly striving to improve your production. See your Stod-Sol distributor. Ask him for information on Stod-Sol and how Stod-Sol's "Test Bundle" Service can help you.

ANDERSON-PRICHARD INDUSTRIAL NAPHTHAS

ANDERSON-PRICHARD OIL CORPORATION

PRODUCERS REFINERS

OKLAHOMA CITY, OKLA.

BRANCHES IN ALL PRINCIPAL CITIES

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NEWS NOTES *in the trade*

Troy Holds Sales Conferences

THE East Moline plant of Troy Laundry Machinery Division, American Machine and Metals, Inc., was the scene of two 3-day sales conferences recently, with Troy's entire staff of division managers, sales representatives, sales headquarters and factory personnel participating. The purpose of the conferences was to acquaint Troy salesmen with several new models of Troy machines.

Following the second conference, Troy held "open house" for laundryowners and dryceaners from the surrounding area. After a conducted tour through the Troy factory, guests viewed Troy Electroclene Washers, Troy-Olson Filters and Stills, Vic Synthetic Units and other new Troy drycleaning equipment on display. The company recently reentered the drycleaning industry.

U. S. Hoffman Appoints McBath

THE U. S. Hoffman Machinery Corporation, New York, N. Y., has announced the appointment of B. Russell McBath as vice president in charge of manufacturing. He will make his headquarters at the company's Lamson Street plant at Syracuse, N. Y.

B. RUSSELL McBATH

Mr. McBath comes to U. S. Hoffman from a leading engineering machinery manufacturer, which he served in various capacities for 22 years, starting with the establishment of a research department. Previously he was with a firm of consulting engineers.

A native of Knoxville, Tenn., Mr. McBath was graduated from the University of Tennessee with a degree in engineering. He is a member of the American Society of Mechanical Engineers and the New Jersey Society of Professional Engineers.

Standard Completes New Factory

THE operating force of the Standard Laundry & Cleaning Machinery Company has recently moved into its new $400,000 factory at 6900 Maple Ave., Dallas, Tex. The new factory also houses the national sales office, warehouse space and display rooms. It has 30,000 square feet of floor space and is located on a tract of 196,020 square feet.

According to C. B. Pugh and F. H. Moore, coowners of the company and pioneers in the cleaning equipment field, the expansion of Standard's facilities over the past six years has been due to a strong increase in national and international distribution of drycleaning and laundry equipment. The firm now has a working force of 45 employees.

The announcement states that much of Standard's tooled production equipment in the new factory has been designed and manufactured by the company itself. In addition to other equipment, the factory is now mass-producing its "Challenger" unit-package cleaning plant for the medium-sized operator.

Johns-Manville Conference

THE Lake Shore Club, Chicago, Ill., was the scene of a three-day sales conference recently held by the Celite Division of Johns-Manville Corporation. The photograph shows those in attendance, who included all field representatives, as well as management, factory and research personnel. Among Johns-Manville executives present were: L. M. Cassidy, vice president for sales; A. S. Elsenhast, vice president and general manager of the Celite Division; W. D. VanArnam, sales manager, Celite Division, and Dr. A. B. Cummins, Celite Research.

Among the subjects discussed were sales plans for the coming year, with emphasis on new developments

New!

"CUT YOUR OWN"

FACTS

Are YOU one of those cleaners who is still trying to make a profit from your repair department WITH NO REPAIR CLOTH EXCEPT WHAT YOU FIND IN A RAG BOX?

DON'T BE THAT WAY

Hundreds of cleaners have found out that REPAIR CLOTH ON A SPOOL—where you can find it, when you want it—PAYS OFF BIG. If YOU have anything to do with a repair dept.

ORDER A PATCH-MASTER TODAY—RIGHT NOW!

Complete Unit **$16.50**

Your Jobber Can Supply You or Write Direct

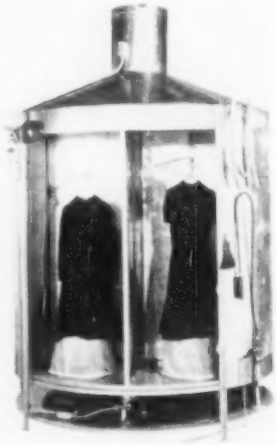
Mfg. By R. D. BUSSARD & SON

505 E. Fifth Ave. Albany, Oregon

and facilities and broadened applications for the company's line of diatomaceous silica filter powders and mineral filters.

New Type Steam Finisher

AFTER several years of engineering and experimentation, the Davis Manufacturing Co., 7053 S. Chicago Ave., Chicago 27, Ill., has announced the perfection of its new Davis Garment Finisher.



Garment at left is leaving open chamber (natural air blowing) of new Davis Garment Finisher, entering enclosed steam chamber. Garment at right is completing cycle, from cold-air setting chamber to open chamber keeping four going at once

The machine is completely automatic in that no pedal releases are needed to operate the steam or other blowing action. The garment is simply hooked on to an arm which is positioned over the blower. This arm is adjusted to proper height with simple one-finger control.

Because of turbulent air circulation, the manufacturer states, it is not necessary to clamp the bottom of the garment thus eliminating the need for touch-up of clamp marks. The garment hangs loosely over the blower in a sealed chamber.

The Davis Garment Finisher is composed of four separate chambers, three of which are completely encased. The operator hangs the first garment in the open chamber, revolves the drum to the next position, moving the garment into the steam chamber. The steam automatically starts as soon as the quarter-turn is made. Being completely enclosed, the garment is enveloped in steam, inside and out, but no steam escapes into the room. The next turn of the vertical drum moves the first garment into a warm air compartment, and them into a cold-air setting chamber.

Thus four garments are in process at the same time. No adjustment is required to switch from one type of garment to another, a full-length formal and a wool shirt can go through the finisher on the same cycle.

The manufacturer claims an easy output of 200 garments an hour, with pilot-plant tests indicating that higher figures are probable. An extra feature of the machine is the fact that a simple shut-off valve cuts the steam and allows its use as a fast drier for wash garments.

The wide base of the Davis Garment Finisher will allow it to stand solidly on any flat surface, even without bolting, the manufacturer states. The machine requires only a simple connection to a steam line and is plugged into any 110-volt electric outlet.

New Pennsalt Territory

THE creation of a new upstate New York sales territory and appointment of Gerald W. McEwen as representative there have been announced by J. Stanley

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Hall, manager of sales of the Laundry and Dry Cleaning Department of Pennsylvania Salt Manufacturing Company, Philadelphia, Pa. With headquarters in Rochester, Mr. McEwen will take over the northern half of what formerly was the New York territory.

A native New Yorker, Mr. McEwen was graduated from Upsala College with a degree in economics. In World War II he served with the Army Air Force.

Conventions Feature Street's Speakers

R. B. STREET & Co., Inc., Chicago, Ill., recently announced that in the six-week period ending December 11 eight members of its 30-man speaking staff had appeared as featured speakers.

At the Illinois state convention at Peoria on November 6 Bill Wilburn and John Weaver put on a dramatic (complete with cowboy costume) demonstration of the "Two-Gun Method of Prespotting." On November 12 C. B. Kasson gave his new talk on routeman sales training, "Dust Off Your Drivers," at the New York state convention at Buffalo. On November 27 at Oklahoma City, again the scene of this year's Southwestern Clinic, Jack Stephens and Ernie Heidersbach used dozens of "props" as visual aids during their demonstration on "Fundamentals of Cleaning Room Procedure." On December 2 Irv Moore and Ernie Heidersbach made a similar demonstration at the Colorado and Rocky Mountain States convention at Denver.

On December 4 two of Street's representatives spoke on sales and sales training. C. B. Kasson gave his "pistol-packing" talk on "Dust Off Your Drivers" at the Wisconsin state convention at Milwaukee, and Chad Myers spoke on "Get in There and Sell" at the Mississippi state convention at Jackson. On December 7 Mr. Kasson gave his "Dust Off Your Drivers" talk at the Pennsylvania state convention at Reading. That same week, on December 11, Al Graham concluded the six weeks of speaking activity with his talk on "Shrinkage and Its Control" at the Michigan meeting at Grand Rapids.

Alrolenes Questionnaire

THE Alrose Chemical Co. has prepared a two-page semi-technical bulletin on its new dryecleaning detergents, the Alrolenes, which gives detailed information about the products in question-and-answer form. Copies of the bulletin may be had by writing to the company, Box 1294, Providence 1, R. I.

One-Man Rug Cleaning Machine

MAR-MAK Manufacturing Co., Danville, Ill., has introduced a new rug cleaning machine designed for one-man operation. It is said to be especially suitable for use in the dryecleaning plant, where supplementary equipment such as filters and pumps is already available. According to the manufacturer, the new machine reduces shrinkage, fading and resizing because it eliminates soap-and-water scouring. The equipment can be run by electric motor or by an air compressor of 100 pounds capacity.

Brush racks which can be raised or lowered permit the operator to lay the rug flat on the machine base. Brushes with 3-inch hog's-hair bristles are driven back and forth against the surface of the rug, not carrying

Revolution IN HAT FINISHING

EXCELSIOR System

HAT BLOCKING AND FINISHING

Compact—sturdy—efficient—That's an EXCELSIOR HATTER. Louis Cotino, of Forest Cleaners, Detroit, blocked and finished a hat in 10 seconds. Totaled 55 in one hour—by the EXCELSIOR SYSTEM.

Step No. 1: The microclimatic designed Crown Form with steam and vacuum has a specially curved surface to fit crown and side wall of hat—blocking crown and side walls in simple set as EXCELSIOR.

Step No. 2: The specially engineered Brim Form makes flanging the brim easy. Press, a quick, easy operation. Just up Flange Form for crown. Hinge and turn on a lever and brim is flanged—ready for hand-finishing, steaming, and vacuum setting process.

Result: A beautifully finished hat in 1/3 the time of old-fashioned methods—now in new, fresh-from-the-factory appearance. Resilient, full-bodied feel.

3 to 1 COMPARED TO OLD METHODS • 30 TO 40 HATS BLOCKED AND FINISHED per day

Master Hatter, Type HM, Model 3-H Men's, ladies', children's sizes	$275.00 Machine Only
Junior Hatter, Type HM, Model 2-H Men's hats only	$240.00 Machine Only
Lubing Lathe—115 R.P.M.—¼ HP—110-115 volts AC	$100.00
Standard Hatter Set—Blocks, flangers, hatter's tools	$125.00
2 in 1 Hat Filler & Cleaner, Concentrate—Safe on all fibers	$10.00

Prices F.O.B. factory

One experienced hatter with this revolutionary new EXCELSIOR SYSTEM OF HAT BLOCKING AND FINISHING has actually blocked and finished 55 hats in one hour. In one day inexperienced operators can be taught to block and finish at least 30 to 40 hats per hour. No such speed and quality was ever before thought possible. Any plant using this revolutionary EXCELSIOR SYSTEM OF HAT BLOCKING AND FINISHING will boost production and profits to an amazingly high level. *Order today!*

Money Back GUARANTEE

If for any reason, within 30 days of purchase, the Excelsior Master Hatter or Excelsior Junior Hatter does not perform as claimed, the purchase price of machine will be refunded.

IMMEDIATE DELIVERY

Distributors in Principal Centers

EXCELSIOR MACHINERY COMPANY

Garment Finishing Machines . . . . Steam Spotting Machines . . . . Pressing Machines . . . . Steam and Vacuum Ironing Boards . . . . Fabric Head Pressing Machines . . . . Puff Irons . . . . Hot Blocking Machines

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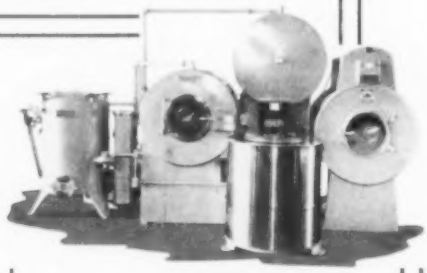
FULLY AUTOMATIC

Eliminates Noise . . . Vibration and Friction the Enemies of Dry Cleaning Equipment!



HAMMOND

Automatic Dry Cleaning Unit

Mr. Plantowner, here's a Dry Cleaning Unit that was designed with you in mind. With full automatic controls, it is fast, compact and will meet your every need. You demand better work. This Unit gives you just that, at a lower cost per garment. You owe it to yourself to make this step forward.

The Hammond Dry Cleaning Unit is available in two splendid sizes—Fully automatic with manual controls included as well—Standard or explosion-proof motor. ACT TODAY!

SPECIFICATIONS

- Hammond Atomic Open End Washer—50 or 60 pound, 17 exclusive patents.
- Hammond Patented Monel Vacuum Filter—1000 G.H.P. or 2000 G.H.P.
- Hammond Master Tinbor Tumblers . . . Hammond Stainless Steel Extractor—20" or 26".
- Monorod Pump, prefabricated piping and all controls for automatic fill.
- Horizontal cradled storage tank with magnetic level gauge.
- Floor Space—50 lb. Unit—60 sq. ft. 60 lb. Unit—90 sq. ft.

HAMMOND BLDG. WACO, TEXAS

Hammond

LAUNDRY-CLEANING MACHINERY CO.

any weight on the nap. During the actual cleaning, the rug is covered with from ¼ to ½ inch of cleaning fluid, which is continuously filtered. When the rug is clean the brush racks are raised, the solvent is pumped off down to a certain level where the vacuum is applied, reclaiming any remaining solvent. The rug is then ready for the dry room.

Stadham Names West Coast Distributor

THE Stadham Company, Philadelphia, has appointed the J. P. Lynch Company of Los Angeles and San Francisco its West Coast distributor for its Hexagon line of press pads and covers. The J. P. Lynch Company services the drycleaning and laundry industries in California, Nevada and Arizona. The new Stadham distributor will stock the full Stadham line for immediate delivery, it was announced.

Two New Cissell Products

THE W. M. Cissell Manufacturing Co., Louisville, Ky., has announced two additions to its line of drycleaning equipment. The new Cissell Vacuum Spotting Board, for both steam and chemical spotting, has a white Vitrolite top and a patented concentrated vacuum. According to Cissell engineers, the concentrated vacuum keeps wetted areas from spreading, helps eliminate rings, quickly removes perspiration, water-soluble spots, and hard-to-get-out chemicals. It is also claimed that spots are removed easily from gabardine, linen and heavily sized rayon. The vacuum draws uniformly through a concentrated screened area on the nose of the board and on the nose of the Swinging Sleeve Board, actually a miniature spotting board.

Additional features of the Cissell Vacuum Spotting Board are, one-pedal release for a feather of dry steam, for moist steam, wet steam, hot air to aid drying and for operation of the spotting gun. Each valve has its individual control to regulate steam, water and air pressure. Parts for the four Cissell head valves are interchangeable with other Cissell head valves.

The company has also recently introduced the new Cissell Steam-Electric Iron with Electric Thumb Control. With the new electric thumb control feature, according to Cissell, large areas may be ironed with ease. The elimination of a foot pedal, by means of an electro-magnetic control on the Cissell valve, frees the operator from a stationary position and both feet are firmly on the floor, resulting in less fatigue.

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Other features of the new iron include: asbestos in the sole plate to prevent water spotting, renewable by removing plugs in the sides of the sole plate; cast-iron pressure plate, streamlined for uniform heat transfer and constant clamping pressure on the heating element; a replaceable self-contained heating element and factory pre-set thermostat. This steam-electric iron with electric thumb control is available with or without the Cissell Water-Spray Gun and with either chamber or header assembly.

Lincoln Introduces Windo Deluxe

THE Lincoln Bag Company has announced development of its new Moth Seal Windo Deluxe storage bag, which it is now manufacturing in addition to the standard Cedar Gram bag style. The design, appearance and protective features have all been improved, the announcement states.

The new Deluxe bag is made of heavy-duty kraft paper in a brown-and-white tweed pattern, especially made for strength and durability. The patented fadeproof Windo is claimed to exclude all light penetration because a wide margin of the slide overlaps all around the Windo. The Windo is also flexible, allowing the frame and mask to conform to the shape of the bag when filled.

The Deluxe model includes the patented Lincoln double-seal lock top, which when correctly used seals the bag all around the hanger. The gummed tape bottom has been designed to match the tweed-fabric finish of the bag.

The new style bag measures 25½ inches wide and will be available in lengths of 42, 54 and 60 inches, and in the special blanket size of 20 by 4½ by 30 inches. Garment storage bags are packed 100 to the carton, blanket bags 150 to the carton, with individual styling of the cartons to identify the two types in storing.

Full details and samples may be obtained from the Lincoln Bag Company, 4200 W. Schubert Ave., Chicago, Ill.

Lubbock Announces New Pump

THE LMC Liquid Pump, recently introduced by Lubbock Machine Company, Lubbock, Texas, was designed for use in the cleaning and dyeing industry. LMC Pumps may be driven from line shaft through tight and loose pulleys or direct motor drive.

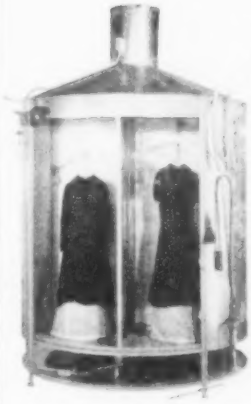
A heavy casing and pump head assure years of dependable service, the manufacturer states.

New Dow Solvent

THE Dow Chemical Company, Midland, Mich., has announced "Perklor," an improved solvent designed expressly for the dryecleaner operating a perchlorethylene dryecleaning unit.

Perklor has the same specific gravity and boiling

SENSATIONAL NEW FINISHER HANDLES 200 GARMENTS AN HOUR!



Amazing New Invention Offers Time-and-Labor Savings, Better Work, No Steam in Plant

The cleaning industry has never seen anything like this! Imagine a garment finisher that turns out over 200 garments an hour—easily—handles the flimsiest formal or the heaviest coat without change or adjustment—requires no clamping, no touching up of clamp marks—never releases steam into the operator's face or the plant.

Yes, the new DAVIS GARMENT FINISHER has so many matchless advantages you'll hardly believe it—but plants where it is now doing miracles tell us it does all this and more. We can't begin to list all the extraordinary benefits this revolutionary machine will give you—here are but a few: dozens of ways better, faster, cheaper, cleaner, easier.

- FOUR WAY finishing — steam, warm air, cool air, natural air
- No clamping
- No wasted steam
- No trained help
- Completely Automatic
- No shrinkage
- Garments finish COOL
- Lifetime Service
- Tremendous Cost Reductions
- Easy to Install
- Saves Space

TODAY
write for complete details, prices

DAVIS GARMENT FINISHER
DAVIS MFG. CO.
CHICAGO 37, ILL.

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ARE YOU SATISFIED WITH YOUR PRESENT INCOME?

If you're not, investigate the Berlou "Profit-Builder" Plan that last year added $1,000 to $5,000 EXTRA NET PROFIT to over 10,000 United States and Canadian firms.

Yes, Berlou's "Profit-Builder" Plan can help you build up your service business and boost your over-all profits, because people appreciate a Berlou 5-year guaranteed mothproofing job. And you'll like Berlou's liberal cooperative advertising plan, national advertising campaigns, and free sales aids because they bring new customers and help hold old ones.

Make life easier and more profitable for yourself—send for your free copy of Berlou's "Profit-Builder" Plan TODAY!

BERLOU MANUFACTURING COMPANY
35 Blaine Avenue
Marion, Ohio

MAIL THIS COUPON NOW

Berlou Manufacturing Company
35 Blaine Avenue
Marion, Ohio

Gentlemen: Of course I want to make more money. Send me Berlou's "Profit-Builder" Plan.

Name _____

Address _____

City _____ Zone _____ State _____

point as perchlorethylene, the firm stated. No change in the operation or design of existing hot-type synthetic solvent drycleaning machines is required for its use.

According to the announcement this new product, developed as a result of continuous research, is currently being offered to the trade through Dow's drycleaning distributors.

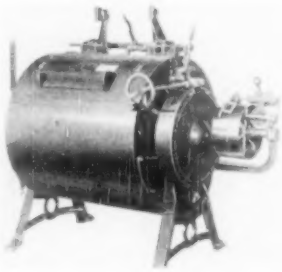
Warco Appoints Fredson

W. A. RAMSEY, president and general manager of Warco Laboratories of Los Angeles, Calif., has recently announced the addition of Robert Fredson to the company's growing staff of service representatives.

According to the Warco announcement, Mr. Fredson will service the drycleaning industry in the Pacific Coast states and as far east as Amarillo, Texas.

Globe Washer Redesigned

ONE-PIECE, welded construction of the tub bottom, providing leakproof protection well above solvent level, is one of the emphasized features of the redesigned Globe Drycleaning Washer manufactured by The American Laundry Machinery Company. The entire tub is rigidly cradled in one-piece Meehanite metal end frames.



Other features of the redesigned Globe pointed out by the manufacturer include a hinged tub door extending the full width of the tub, overlapping the ends of the tub-door opening; a welded metal flange which forms a tight seal when the door is closed, and prevents solvent splashing out; a hinged supply door built into the center of the tub door, and a mechanical interlock that prevents the tub door being opened while the washer is operating.

The maple cylinder of the Globe Washer is banded with heavy galvanized iron hoops. Opposing cylinder doors with a wood unloading shelf are said to make unloading faster and easier and prevent waste of solvent. A Monel metal unloading apron for each cylinder door prevents work falling between the cylinder and tub, and drains solvent back into the washer during unloading.

The Globe Drycleaning Washer is furnished as standard with a Float-Type Solvent Level Indicator, Automatic Steam Fire Extinguisher and Tub-Door Closing Device. It comes in sizes ranging from 30 by 24 to 36 by 54 inches, for handling loads from 22 to 75 lbs. It can be furnished belt driven (end or elevated header), and belted motor driven. The belted motor driven Globe Washer can be installed as part of a com-

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plete Zuron Stoddard Solvent Drycleaning Unit, or Noex 140F Drycleaning Unit.

Further information on the Globe Drycleaning Washer may be had by writing The American Laundry Machinery Company, Cincinnati 12, Ohio.

Haertel Fur Service Catalog

THE Walter Haertel Company has announced a new 1950 fur service manual and catalog, covering all phases and operations of fur cleaning and garment storage. The manual includes articles on fur storage equipment, atmospheric conditions necessary for proper storage, insurance factors, fur cleaning methods, latest equipment and tips on special cleaning problems. Included also is a section on fur cleaning supplies and advertising and promotional aids for the fur service industry.

This manual and catalog may be had at no charge by writing to the Walter Haertel Company, 2840 Fourth Ave. S., Minneapolis, Minn.

Bulletin on Steam Connectors

AMERICAN Metal Hose has announced publication of Bulletin L-173, "Presstite Connectors," a handy folder to help simplify replacement ordering of steam connectors for pressing machines. This publication lists manufacturers press model numbers and the corresponding American Presstite assembly number and number of assemblies required for each press. The bulletin is available free of charge from Dept. L, American Metal Hose Branch, The American Brass Company, Waterbury 20, Conn.

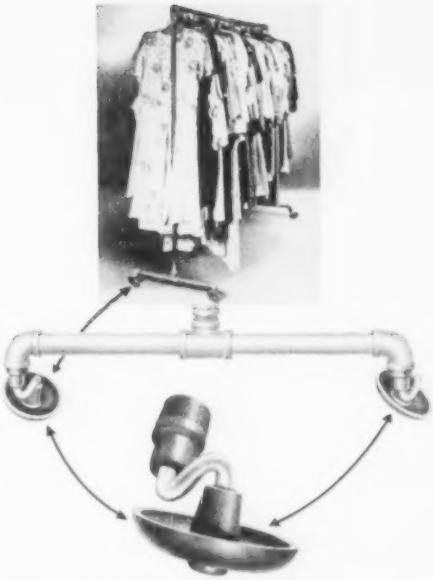
Electric Marking Machine

A NEW electrically operated marking machine for the drycleaning industry has been introduced by the Flash-Fast Division of Louis Marks, Inc., 78 N. Summit St., Akron, Ohio. The manufacturer claims outstanding speed and simplicity of operation for the new production marking and automatic tag-attaching machine, called the Flash-O-Matic.

As described by the manufacturer, the Flash-O-Matic prints up to six digits at one time; automatically attaches tag to any type of garment in the same operation while marking; provides continuous roll tag feed and finger-touch numeral changes; occupies only 14 by 5 inches of space on the marking table; does not have to be bolted down and so can be moved around to different departments.

Combination Steam Gun by Newhouse

THE Newhouse Company, Glendale, Calif., has announced a new spotting gun designed to combine the work of a pressurized steam gun and a water spray



Are *YOUR* Racks Equipped with These Time-Saving Money-Saving Casters?

These Patented Casters are by far the most popular in the Drycleaning Industry. Most leading Cleaners use them.

Why? They roll easier . . . turn better . . . and last longer!

That's why more and more Drycleaners buy Gi-Gr-Nite Casters every year.

Act now. See for yourself what Gi-Gr-Nite Casters will do *for your Cleaning Plant!*

Write Today For FREE CATALOG And Your Nearest Dealer

GI-GR-NITE

(Geiger-Knight)

CASTERS

Clinton Products Company
Clinton 2, Michigan

In Canada: Advance Steel Products Ltd., Chatham, Ont.

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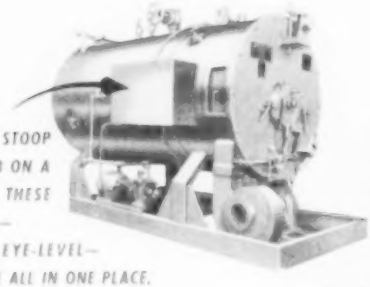
AMESTEAM GENERATOR ...Provides EYE-LEVEL CONTROLS



NO NEED TO STOOP OR TO CLIMB ON A BOX TO SEE THESE CONTROLS— THEY'RE AT EYE-LEVEL— AND THEY'RE ALL IN ONE PLACE.

AMESTEAM Generator design provides a better automatic Unit — soundly engineered to meet your needs.

Controls are mounted in a sturdy metal panel box, located at eye-level — not only for your convenience in operation, but to provide maximum protection against damage by dust, splashing or carelessness.

That's only one of the AMESTEAM Generator's many advantages. All auxiliary equipment is completely accessible — simplified rear end design provides maximum ease of inspection, maintenance and cleaning — saving you time and money.

It all adds up to the easiest boiler to operate, clean and maintain — and it generates steam quickly, efficiently and at low cost.

Sizes 18 to 300 HP — 15 to 200 lbs. working pressure. Oil, Gas or Oil-Gas combination.

AMES IRON WORKS

Oswego, N. Y.

Builders of Better Boilers Since 1848

Manufactured under License in Canada by VULCANO Ltd. Montreal

AMES IRON WORKS
Box 103, Oswego, N. Y.

I would like to know more about Amesteam Generators. Please send more details.

Name

Company

Address

City Zone State

gun in a single unit. This combination gun, according to E. J. Newhouse, eliminates the need of reaching for separate brushes or guns and thus saves spotting time and costs.

The new gun has an air-cooled, plastic handle, stainless-steel tubing, a removable brush and interchangeable nozzle. Adaptable to any "slop spotting" unit, the gun comes equipped with six feet of nylon-covered neoprene hose which is said to be impervious to strong prespotting solutions.

While the new gun is sold as a unit it is also sold in combination with the Newhouse Steam Chamber complete with foot pedal and steam hose with fittings.

Martin Promotes Wark

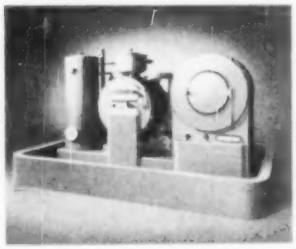
ROBERT WARK

THE Martin Equipment Corporation of Buffalo, N. Y., has announced the promotion of Robert Wark, formerly director of advertising and sales promotion, to the post of director of public relations for the company.

The announcement also stated that all Martin advertising will in the future be handled through J. F. Watson, also of Buffalo, an independent advertising agency which formerly handled the firm's account.

Manitowoc Announces New Drycleaning Unit

THE Manufacturing Division of the Manitowoc Shipbuilding Company of Manitowoc, Wis., has announced a new perchlorethylene dry cleaning unit. According to Donald N. Fuller, sales manager, the unit was designed to meet the need for a high productive capacity machine for establishments doing a volume up to $1,500 weekly.



The washer drum of the new Manitowoc holds 35 pounds. Dual drum design permits operating the deodorizer tumbler simultaneously with the washer. The Manitowoc is a complete dryeleaning unit which washes, extracts, tumbles, deodorizes and recovers the solvent. It is built as a complete package, consisting of storage tank, still, filter, filter back-wash, washer-extractor, deodorizing tumbler for solvent recovery and a built-in ventilating system.

The built-in ventilating system, according to Manitowoc, is an innovation in dryeleaning units of this type. Ventilation ducts enclose the entire unit at the floor level to draw out any possible excess fumes. In addition, air is drawn into the washer and tumbler automatically whenever the doors are opened.

The unit is manually controlled. Timers provide warning signals upon completion of any pre-set cycle. Soap loads can be run as desired.

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Using nonexplosive perchlorethylene combined with the built-in ventilating system, the new Manitowoc is said to conform to the highest safety standards. No additional insurance is required, most zoning ordinances are met, and no extensive building alterations are necessary, the manufacturer states.

"Doc" Ramsey's Triplets

Known to trade as head of Warco Laboratories in Los Angeles and developer of bleaching and other compounds, W. A. Ramsey is prouder of his success as fisherman. Here he shows off three "muskies" landed at his Canadian retreat

Dicalite Bulletin

IN response to many requests for complete information about Dicalite 7, Technical Bulletin D-7 has been prepared by the Dryecleaning Division, Dicalite Division, Great Lakes Carbon Corporation. The bulletin contains 16 pages of data and instructions for the use of this new filter powder. It is 8½ by 11 inches to fit standard files and salesbook binders. The bulletin is available from the company at 18 E. 48th St., New York 17, N. Y.

Unipress Announces New Line

A COMPLETE new line of presses for dryecleaners and laundries has been announced by Ira C. Maxwell, vice president and general manager of the Unipress Company.

Many new design features have been incorporated which are said to make for greater ease and speed of handling garments. Clearance between head and buck is 14½ inches to permit fast, easy lays. The main pedal travels only 10 inches between opening and closing positions of the head. The press may be operated either with foot pedal release or fingertip release. There is a quick operating head and buck valve, while an automatic adjuster takes care of all garment thicknesses. A quick adjusting

Cut your sizing costs WITH ... BENDA SIZE-ALL

LASTS
25 CLEANINGS . . .
EASY TO USE . . .
NO WASTE . . .

Talk about savings! — Look what Benda *Size-All*, the new permanent sizing, can do for you:

SAVES SIZING — use no more yet one application lasts 25 dry cleanings . . . no waste — use solution until it's exhausted

SAVES LABOR — saves up to 20% of finishing time on garments

SAVES TIME — minimizes subsequent wet cleaning . . . eliminates resizing . . . does not interfere with reshaping, stretching or spotting

SAVES MONEY — one gallon makes 20 gallons of solution — *costs less than 25¢ per gallon*

SAVES CUSTOMERS — speeds up service . . . fabrics treated with *Size-All* look better, last longer — bring your customers back

If your jobber doesn't have *Size-All*, write direct for shipment. $4.50 gal. prepaid; $4.25 in case lots (4 gals.) Prices slightly higher west of Rockies. Benda Products, Inc., 120 Potter St., Cambridge 42, Mass.

Not an improved sizing —

SIZE-ALL IS ENTIRELY NEW!

Developed after long chemical research, *Size-All* is a concentrated emulsion (25% solids) of a polymerized synthetic resin — contains no vegetable or animal substances hence will not rot, sour or mildew. *Size-All* is diluted with water and applied by immersion or spray. Nearly any degree of stiffness may be imparted to fabrics by simply varying water content. Tests show *Size-All* makes fabrics last up to 5 times longer!

For the DRY side
use **BENDA**
SIZE-ALL DRY
. . . $1.85 GAL.
in 5 gal. cans

TRY THIS FOR SIZE:

Jobbers! Some territories still available. Write for information.

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MORE PROOF THAT GOOD STEAM TRAPPING PAYS OFF

20-25% FUEL SAVINGS, 20% production increase since trapping with Armstrongs—

Utopia Cleaners & Dyers, Birmingham, Ala.

TWO HOURS LESS HEATING-UP TIME and 10% fuel savings since installing Armstrongs on all steam heated equipment

Laundry & Cleaners, Sault Ste. Marie, Mich.

15% FUEL OIL SAVINGS, 15% production increase since individually trapping steam heated equipment with Armstrongs

Sun-Ray Cleaners, Chicago, Ill.

Send for This Bulletin

Armstrong Bulletin No. 196 explains why Armstrong steam traps accomplish results like those listed above. Free of fulsome, this facts and figures booklet, complete with trap sizes, prices and recommendations, may show you the way to make real savings.

ARMSTRONG MACHINE WORKS

850 Maple St., Three Rivers, Mich.

ARMSTRONG STEAM TRAPS

knob, conveniently located, prevents the machine from locking whenever this is desired.

An improved shock absorber has also been provided. It is claimed that less steam is used because of a powerful patented steam vacuum drier. In addition to the manually controlled head steam valve, there is also a foot pedal to control head steam for touch-up work, providing greater convenience for the operator.

Mr. Maxwell states that the new line of presses is available in 21 standard models with 38-, 42-, 45- and 51-inch lengths.

New catalog sheets giving complete specifications are available upon request from Unipress Company, 2800 Lyndale Ave. S., Minneapolis, Minn.

Ayr-Mor Promotes New Tumbler

JOHN P. (Jiggs) Jorgenson, president of Ayr-Mor Machinery Co., Inc., Chicago, Ill., has announced the start of an extensive promotional sales program on the new Ayr-Mor Tumblers.

According to the announcement, Ayr-Mor's patented method of drying utilizes every B.t.u. from the heating element; 100 percent of the heated air must pass through the load and there is no by-passing around the basket. Smooth and noiseless operation is provided, it is stated, through supporting the basket with two heavy shafts. The basket rides on these shafts, eliminating the center bearing problem.

Other features pointed out by the manufacturer include a completely insulated cabinet, sealed lifetime roller bearings, automatic timer and heat controls, simple V-belt motor and fan drive, and 42-inch tumbling action on all models. Gas- or steam-fired units are available in 40-, 60- and 100-pound dry weight load capacities, open or two-pocket baskets.

Sanitone Promotes Leavitt

EMERY Industries, Inc., Cincinnati, Ohio, has announced the appointment of Kenneth D. Leavitt as senior engineer with the company's Sanitone division. Mr. Leavitt has been assigned to the Montana, Idaho, Wyoming and Western Canada area—a new territory created by splitting the former Rocky Mountain States territory.

KENNETH D. LEAVITT

Mr. Leavitt, a graduate of Miami University, Oxford, Ohio, did merchandising and special promotions for Schaeffer Pen Co. before joining Emery in 1948.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

New Drew Drisyn Distributors

E. F. DREW & Co., Inc., New York City, has announced the appointment of a group of distributors for Drew "Drisyn," its concentrated drycleaning soap.

Among the newly appointed distributors are: Apex Chemical Co., McKees Rocks, Pa.; Austin Tailor Supply Co., Austin, Texas; Badger Chemical Co., Milwaukee, Wis.; Eagle Supply Co., New Orleans, La.; Gates City Woolen Co., Kansas City, Mo.; Joseph Guss & Sons, Washington, D. C.; Charles Leich Co., Evansville, Ind.; Laundry Supply Co., Detroit, Mich.; A. Mallman & Co., Cincinnati, Ohio; Maver Myers Paper Co., Memphis, Tenn.

Also, Oliver Laundry & Cleaning Supplies, Tyler, Texas; Root & Co., Grand Rapids, Mich.; Preston Rhodes, Philadelphia, Pa.; E. J. Rutherford Co., Philadelphia, Pa.; G. R. Schmidt & Co., St. Louis, Mo.; Scientific Supply Co., Houston, Texas; Southern Cleaner Sales Co., Dallas, Texas; H. D. Taylor Co., Buffalo, N. Y.; Thompson-Hayward Co., Kansas City, Mo., and other branches; Tiffan & Co., Peoria, Ill.; Ungelider Supply Co., San Antonio, Texas; Wasserstrom & Co., Inc., Toledo, Ohio; Yarborough Supply Co., Nashville, Tenn., and Louisville, Ky.; A. B. Youngblood, Abilene, Texas.

The company has also announced the appointment of field representatives in the installation and service of Drisyn. Recent appointments include: Leon Forman, Detroit; Leo Putzel, Memphis; Meredith McKenna, St. Louis; James O'Brien, Texas; Antone Fitpold, Chicago.

New Western Officers

Newly elected officers of Western Laundry Machinery Company, N. Kansas City, Mo., include W. E. Winters (left), president and general manager, and K. J. Wieters (right), vice president and general sales manager. C. A. Wicks is secretary-treasurer. M. E. Creighton, who has been with the company for 10 years, has been appointed assistant sales manager, and R. A. Hetzer factory manager, in addition to duties as chief engineer.

Delray Moves

WILLIAM B. SHAFFER, president of Delray Industries, Inc. (Delray School of Spotting Instruction), has announced the removal of the business to new quarters at 3029 Fairfield Ave., Cincinnati 6, Ohio.

Spot News Gets New Editor

THE interesting and informative bulletin published monthly by The Dow Chemical Company is now being edited by a staff member appropriately named

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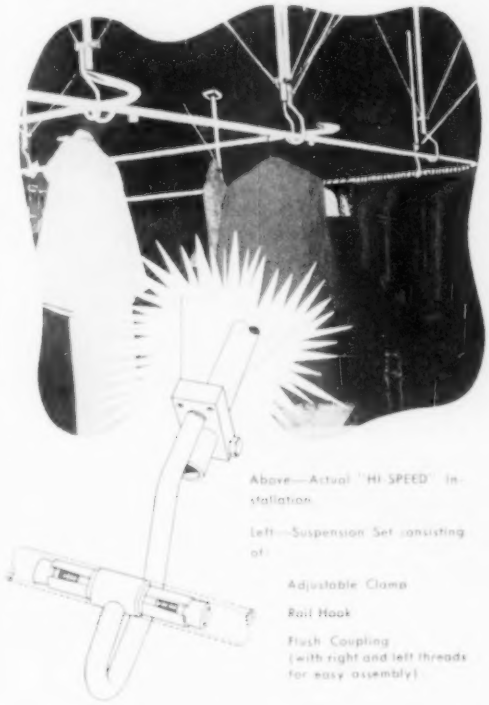
with TIME SAVERS PRE-ENGINEERED

"HI-SPEED" RAIL FITTINGS!



It's no trick to install your own Speed Rail system when you use Time Savers "HI-SPEED" Rail Fittings. Forget welding, tapping, threading and drilling. Time Savers Flush Coupling is the magic key to flexible construction. Sturdily designed with bored hole for rail hook—no welding of hook to line. Simply insert flush coupling into pipe ends and screw up tight against shoulders of coupling for perfectly smooth, strong unions. Easily installed—easily taken apart.

Switch-in, switch-off with our ready-made switches and branch-ins. "HI-SPEED" insures the routing of work in your laundry or cleaning plant with the precision and flexibility of a railroad yard, saving your precious dollars.

Send us your layout today for free estimate. Our engineering dept. will make necessary suggestions without obligation.

"HI-SPEED" Rail Fittings—sold by the better jobbers.

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"Let me do your dye stain-removing today!"

To remove a dye stain from a colored fabric without injury to the original dye in the fabric is usually a difficult task, yet I'm recognized for just that type of work amongst the drycleaners throughout the country.

I work slow or fast, cold or hot, just as cleaners or laundrymen want me to. They can so easily control my action. That's important—especially when removing one dye from another.

You will forgive me for bragging about myself, I'm sure, but I must tell you that I do not injure the tensile strength of fabric under normal use, even though I'm used in a boiling solution.

—Ask Your Jobber—

A. L. WILSON CHEMICAL CO.

38 PASSAIC AVE., KEARNY, N. J.

Paul Filter. The editor for a number of years, Eugene E. Perrin, has yielded his editorial chores to have more time to devote to his increased responsibilities with the company.

Vic Offers Special Per Machine

THE Vic Cleaning Machine Company has announced the addition to its machinery line of the Vic Special Per Model 32, a machine with built-in recovery unit, designed for use with perchlorethylene by plants doing approximately $600 a week volume or less.

According to Oscar Victor, president of the company, the machine was specially designed to meet the needs of the modest-size drycleaning plant. It is also recommended for the large plant's returns or specials and for delicate fabrics and for clothing manufacturers who need to remove soil acquired during garment manufacture.

Full information on the new Vic Special Per may be had by writing the Vic Cleaning Machine Company, Minneapolis 3, Minn.

American Rewards Suggestions

ON December 28 The American Laundry Machinery Co. awarded prizes to members of the company's Cincinnati factory force for the three best suggestions and for the most accepted suggestions submitted during the past year.

First prize went to Frank Schmid for his suggestion to improve the construction of drycleaning washers and tumblers. The second prize, to Charles Atha, was for a suggestion to improve the method of constructing metal laundry washers. Louis Metz won third prize for a suggestion to improve construction of the tub of automatic unloading washers. The fourth prize was won by Ernest Newhouse for suggesting an improved method of motor mounting for automatic unloading washers.

The first prize for the most accepted suggestions submitted during the year was won by Joseph Roling, who had a total of 281 accepted suggestions. Honorable

Winners of 1949 awards for suggestions by employees of American Laundry Machinery Company's Cincinnati factory: Ernest Newhouse, Letcher Dennison, Louis Metz, Joseph Roling, Charles Atha, Frank Schmid

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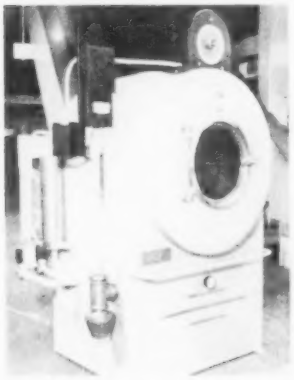
mention for the second highest number of accepted suggestions went to Letcher Dennison, who submitted a total of 275 suggestions which were accepted. In addition to the prizes, each man received a cash award for each suggestion, based on its value to the company.

New Hammond Automatic Washer

THE Hammond Laundry and Cleaning Company of Waco, Texas, has announced its new Hammond 35-lb. Atomic Open-End Monel Washer with fully automatic control station. These patented-positive controls are the result of some three years of experimentation, the announcement states.



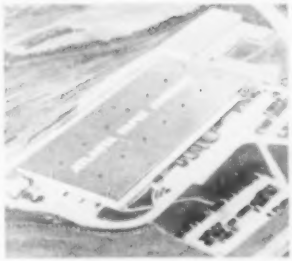
The automatic washer fills, washes, dumps, rinses and refills, all automatically. It will operate on any designated pre-set wash cycle or formula. The machine contains the exclusive Hammond Atomic drive and reverse system.

The new automatic washer has a Monel metal cylinder and tub with an aluminum door and heat-resistant glass port. It is 39 by 41 inches and 6 feet high; the inlet is 1½ inches and the outlet 2 inches. It is powered by a ½ h.p. motor.

According to Bill Hammond, president of the company, this machine is ideal both for laundries and for the wetcleaning departments in drycleaning plants.

New Plant for Atlanta Paper

THE Atlanta Paper Company, now in its 81st year, formally opened its new $1,500,000 building on Marietta Street, Atlanta, Ga., January 31. The 275,000-square-foot structure houses the largest paper products converting plant under one roof in the South.



Business offices occupy two floors at one end of the new building. The entire manufacturing plant is on one floor. Truck and railroad sidings run the length of both sides of the building.

The Atlanta Paper Company, in addition to other paper products, manufactures garment bags, collar supports, pants protectors, shirt boxes and coat hangers. Numerous stock cuts are available as well as a variety of papers. Glassine shirt envelopes are a specialty.

Principal officers of the company are Arthur I. Har-

*Presstite** means LEAKPROOF

Flexible Connectors

For MODERN PRESSES

Presstite Connectors will fit practically every modern laundry and garment press. They are made from the seamless bronze tubing used for steam lines by leading press manufacturers. Deep corrugations give maximum flexibility. An outer covering of bronze wire braid adds strength and durability. Fittings are brass, permanently attached, flanges are of malleable iron.

To replace connectors on modern presses, order Presstite from your regular laundry and dry cleaning supply house.

***Modernize Old-Style Presses with STEAMTITE** CONNECTORS*

Leaky, wasteful old-fashioned swing-joint presses, either single or double port can be brought up to date quickly and economically with American Steamtite Connectors.

When you install these rustless, brass, copper and bronze connectors, your old equipment will make new production records at lower cost. No more leaking joints . . . no more constant repacking . . . no more wet, slippery floors.

Your regular supply house carries both Steamtite and Presstite Connectors.

STYLE MF ASSEMBLIES — ½" IPT Male one end—Floating Flange (2" bolt center) other end. Overall Lengths: 21", 24½", 28", 30". Part No. MF-21, MF-24½, MF-28, MF-30.

STYLE F ASSEMBLIES — Floating Flanges—1¾" bolt centers—both ends. Overall Length: 22". Part No. F22.

STYLE M ASSEMBLIES — ½" IPT Males—both ends. Overall Length: 24". Part No. M-24.

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The American Brass Company • *American Metal Hose Branch*

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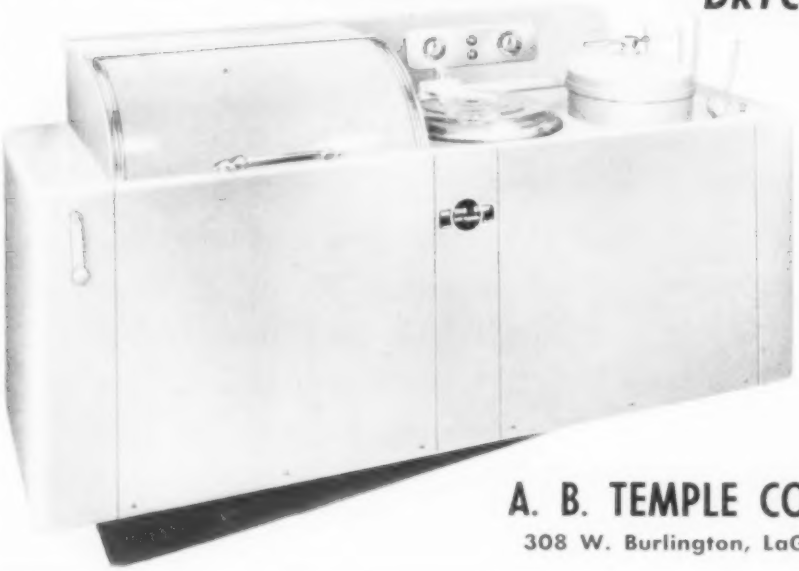

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ris, chairman of the board; his son, Arthur L. Harris, president; Henry H. Ogden, executive vice president; Reuben L. Moss, secretary-treasurer; Louis Regenstein, assistant secretary-treasurer, and Virgil Shutze, sales manager of the manufacturing division.

Drew Appoints Dr. Zinzalian

E. F. DREW & CO., Inc., has announced the appointment of Dr. George Zinzalian as sales manager of the Technical Products Division.

DR. GEORGE ZINZALIAN

Dr. Zinzalian has been connected with the Drew organization for over 16 years, serving in important capacities including supervision of production, product development and research at the Boonton, N. J., plant.

Dr. Zinzalian will direct the sales and service activities of the Technical Products Division and Textile and Leather Oils Departments. He will be responsible for the sale of all products produced by these departments including fatty acids, textile detergents, sulphonated oils, synthetic esters, cationic softeners, yarn processing chemicals and leather oils.

Dr. Zinzalian will be located at the general offices of the company at 15 E. 26th St., New York 10, N. Y.

Gross Designs 140F Tumbler

SAID to be the only completely automatic open-end drycleaning tumbler for high-flash-point solvent operation, the Gross-Omatic 140F Tumbler has been introduced by Gross Machinery Co., Inc. The tumbler has been tested and listed under reexamination service by Underwriters' Laboratories. It is said to be completely safe and can be operated in restricted areas.

Operation of the tumbler is entirely automatic. The operator loads it, sets the temperature dial and timer control, at the end of the set time the tumbler shuts itself off. The Gross-Omatic 140F Tumbler also features a built-in lint collector, a triple-action steam humidifier, a specially designed suction air fan, a solid steel plate trun-

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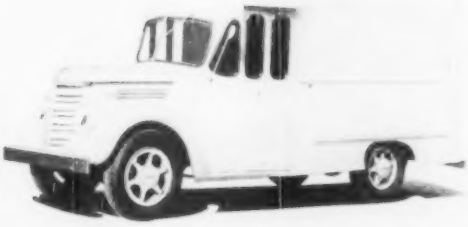
mon supporting the cylinder, a built-in air filter and fingertip control panel.

The tumbler is a part of the new Gross-Omatic 140F unit, another new development of Gross Machinery. Other pieces of equipment in the new automatic Gross-Omatic 140F unit include pressure filter, washer, extractor, vacuum still and storage tanks. Bulletin G-50 illustrating the complete unit with specifications may be obtained by writing Gross Machinery Co., Inc., 179 Halbert St., Buffalo 14, N. Y.

Federal Announces New Truck Models

FEDERAL Motor Truck Company, Detroit, Mich., has announced production of a ¾-ton light-duty unit, designed to meet the needs of the dryceleaning and laundry industries. The new model 15M is available as chassis only or in a wide selection of body builders' designs, in wheelbase lengths from 135 to 194 inches, and in gross vehicle weights of 12,000 to 14,500 pounds.



Other features pointed out by the manufacturer include extra-large capacity brakes, an 11-inch clutch, a 6-cylinder engine of 245 cubic-inch displacement, which develops 95 h.p. at 3,400 r.p.m., an unusually large and ruggedly built frame channel section.

Federal has also announced production of its new forward control model F-100 chassis, available with wheelbases of 122 and 140 inches, and with a gross vehicle weight of 18,500 pounds. This unit is recommended by the manufacturer for rug cleaning establishments and pickup-and-delivery service for chain drycleaners.

McDonnell & Miller Officers

MCDONNELL & Miller, Inc., Chicago, Ill., has announced the election of George H. LaRoi as vice president and James A. Solon as treasurer of the company.

For a number of years both men have played important roles in the growth of the McDonnell & Miller organization in the field of boiler water level controls, low water cutoffs, safety relief valves and related products.

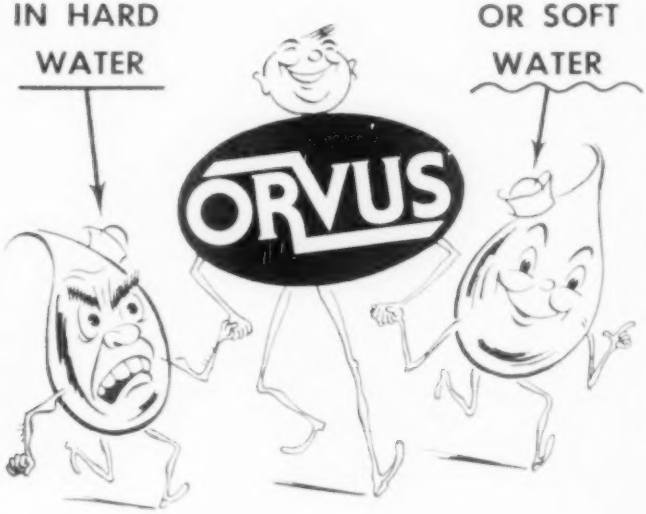
Chief Develops Power Hoist

THE new Powing Hoist has been announced by Chief Manufacturing Company, Inc., Indianapolis 7, Ind. The equipment features aircraft type pole and tow cables for safe operation, an automatic safety stop

EFFICIENT WET CLEANING

IN HARD WATER

OR SOFT WATER



One of the "extras" you'll find in Orvus Extra Granules is its performance in water of any hardness.

Orvus Extra removes lime soaps from fabrics and washwheels. In the wet cleaning wheel or on the scrub table, it removes soil and stains from garments with exceptional speed and thoroughness. Orvus-washed fabrics are left with the natural "handle" that pleases customers.

Orvus Extra treats woolens, delicate fabrics and colors as safely as the finest neutral soap. It's full of "extras" as you'll quickly discover when you try it.

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ORVUS EXTRA Granules!

THE COMPLETE, MULTI-PURPOSE SYNTHETIC DETERGENT

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A New Sensational Time Saver

Electrically Operated

FLASH-O-MATIC

Automatically Prints and Attaches Tag to Garment in ONE OPERATION

- Lightning speed and simplicity of operation enables operator to mark and tag as much as four times as many garments as ordinary hand operation!
- Automatic — nothing to touch — operator always has hands free to handle garments.
- Prints up to six digits at one time.
- Continuous roll tag feed and finger touch numeral changes.
- Just plug into any electric socket and it's ready to print and attach tags!
- It's portable — only 14" long, 5" wide, 9" high — no bolts necessary, can be moved from department to department!
- Can use either cloth or fibre tags. Uses economical Roll Type tags. 1,000 tags to a roll.
- The only automatic electric tag marker and attacher on the market. Here's your answer to faster production.

write for prices

Available through your jobber. If your jobber cannot supply you write direct.

FLASH-FAST DIVISION

LOUIS MARKS, Inc.

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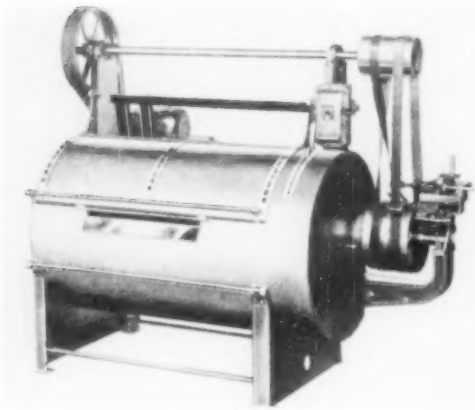
and magnetic type starter. According to the announcement, the Chief Powing Hoist has fewer working parts, making for ease of maintenance; central location of all controls and securing attachments for convenient operation, and can be located at any desired position along the dryroom wall.

Western Introduces New Washer

THE Western Model 500 Drycleaning Washer has been introduced by Western Laundry Machinery Co., N. Kansas City, Mo. The new Model 500 is described by the manufacturer as a central station "one-lever-control" machine. The control mechanism is said to differ from the previous type of lever-controlled machine in that there are no clutches or facings to wear out or get out of adjustment. Easier and faster operation of the machine is claimed since the operator, with one hand, can shift the lever from the "Stop" to the "Run" position and through the "Inch" position or to any of the three positions instantly.



All modern features, including all-metal cylinders, rugged shell construction and end frames, and complete safety devices are incorporated in the Model 500 Western states. According to the manufacturer, the outboard main bearings do not require packing, tightening or other adjustment.

The Western Model 500 is available in three sizes—30 by 36, 30 by 48, and 46 by 54 inches, in end loader belted motor drive or direct motor drive. The new Western drycleaning washer line also includes the recently introduced medium-price Model 50 in the same three sizes, in addition to the Standard Model 130 in two sizes.

Pennsalt Forms Public Relations Division

FORMATION of a Public Relations Division has been announced by George B. Beitzel, president of Pennsylvania Salt Manufacturing Company, Philadelphia, Pa. Cleveland Lane will be manager of the new department.

Mr. Lane, who previously served as Pennsalt account executive with Geare-Marston's Public Relations Department, came to Pennsalt from the Home Life

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Insurance Company in New York where he was manager of the Field Service Division. Before his four years of war service with the Army, Mr. Lane was associated with the Brush-Moore newspapers in Ohio.

Seventh Dow Manual "Double Feature"

THE seventh in the series of Dow manuals discusses two important phases of the dryecleaning industry, solvent losses and cost of operation. The handbook was written by Dr. O. C. Cessna, head of the Industrial Applications Laboratory of The Dow Chemical Company, Midland, Mich.

The first part, "Solvent Losses," deals in detail with the six principal items that make up the total solvent loss from the dryecleaning system and the best methods of controlling these losses. Possible trouble points on the cleaning machine and phases of the cleaning process are explained.

The second phase, "Cost of Operation," presents an outline of items that should be taken into consideration in evaluating costs in a dryecleaning establishment.

Dow manuals previously published deal with customer relations, advertising and sales promotion, accounting systems for the dryecleaning plant, the nature of synthetic solvents, the cleaning machine, and reclamation. Copies of any of the seven manuals may be obtained from any Dow synthetic solvent distributor.

Martin Appoints Representatives

PETER N. PASCO, sales manager of Martin Equipment Corporation, Buffalo, N. Y., has announced the appointment of Sye Smoger as representative in

NORMAN C. BECK

SYE SMOGER

One Step at a Time!!

YOU CAN RELY ON RELIABLE

YOU can install RELIABLE Cleaning and Storage Equipment . . . *one step at a time* . . . each one planned for YOUR profit FIRST! START with your "right foot" . . . FUR CLEANING . . . then, take the "next step" . . . FUR STORAGE! *Why not send for more information, NOW?*

See our display: BOOTHS 758-761: Chicago Show

Reliable
FUR STORAGE EQUIPMENT CO.
Division of
RELIABLE MACHINE WORKS, INC.
230-240 EAGLE STREET,
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Yes "Reliable"
• We want FUR STORAGE DATA
FUR CLEANING DATA
A call from a Field Representative
. . . without obligation, of course.

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Looking for Lower Costs?

In Many Plants they have Found the Answer

PRODUCTION GOES UP ... with **AND COSTS COME DOWN**

BOOTH 816
N. I. C. D.

for 140 F Solvent

Majestic

The Modern Dry Cleaning Unit

And Here's Why . . .

It incorporates the EXCLUSIVE PURISOL SYSTEM, an arrangement whereby dirty solvent is sent from the washer directly to the filter. The main storage tank therefore is kept clean and free from fatty acid forming impurities. Your solvent never has to be dumped. A definite saving in filter powder is a result of sending it directly to the filter from the washer instead of being added to the storage tank where a portion of it will settle and never reach the filter. A beautiful cleaning job is also the result of the rinse action of the Purisol System. A "shower" of clean solvent sprays on the garments during the rinse cycle. Solvent does not rise from the bottom and overflow as in so many systems.

LOW PRICED *Engineered for Production* READY TO WORK

For further information contact your jobber or write direct to

INDIANA MANUFACTURING CO., INC. **1900 East Main St., New Albany, Ind.**

JOBBER INQUIRIES SOLICITED

charge of the Philadelphia area. Mr. Sinager has been in the drycleaning business all his life, working both in the plant owned by his father and in others before he entered the Army.

The appointment has also been announced of Norman C. Beck as sales representative in New York State with the exception of New York City. Mr. Beck has had 20 years of experience in the cleaning field as a cleaning and spotting technician.

Kohnstamm Honors Hugo Pulver

At a recent testimonial dinner at the Lake Shore Club in Chicago, H. Kohnstamm & Co., Inc., paid tribute to Hugo Pulver on his fiftieth anniversary with the firm. Mr. Pulver, a nephew of the late Max Kohnstamm, started to work for Kohnstamm as a shipping clerk in 1891 and today is vice-president of the company.

E. W. Mayer, Western Division sales manager, presented Mr. Pulver with a leather-bound testimonial signed by all of the employees. After the dinner pictures of Mr. Pulver in his younger days and pictures of the firm's various offices and employees taken at the turn of the century were displayed.

Economy Model Jiffy Cuff Brusher

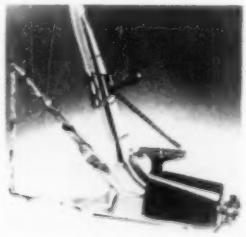
The Medalie Manufacturing Company has announced a new Economy Model Jiffy Cuff Brusher for 1950, especially designed for the small plantowner and branch stores. All features necessary for thorough cuff brushing, the announcement states, are retained in the new model, which is equipped with Tampico fiber brushes and Oilite sleeve bearings. The Nylon "tack-brush" attachment with carrying handles is available as optional equipment.

The regular DeLuxe Model Jiffy is equipped with ball bearings, China bristle brushes, tack-brush attachment, carrying handles and toggle switch. Nylon brushes can be had in place of the China bristle for an additional charge.

Both models come ready to plug in and have self-aligning bearings and adjustable brushes. For further information write the company at 213 First Avenue N., Minneapolis 1, Minn.

Janet Necktie Press Improved

Shedlov-Heinz Manufacturing Co., Minneapolis, Minn., has announced an improved Janet Necktie Press which features a new form that will accommodate all types of ties, narrow or wide. The form is chrome plated, permitting ties to slip easily over it. A cast-aluminum buck with pad drops down over the tie on the form and finishes the tie without knifelike edges, the manufacturer states.



The form and buck are heated with live steam from ordinary cleaning plant steam systems.

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Johns-Manville Appoints Bucklee

THE appointment of William J. Bucklee as Eastern District sales manager of Johns-Manville Celite Division has been announced by A. S. Elsenbast, Johns-Manville vice president and general manager of the Celite Division.

Mr. Bucklee joined Johns-Manville in November, 1923, as a sales engineer in New York. In 1931 he was transferred to Philadelphia and since 1938 has been the senior supervising salesman in the Philadelphia territory. He was graduated from Kansas State University with a B.S. degree in Electrical Engineering. He served with the Canadian Expeditionary Force during World War I and is a member of the Philadelphia Engineers Club.

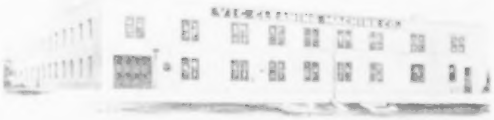
Changes in 1950 GMC Truck Line

THE GMC Truck & Coach Division of General Motors, Pontiac, Mich., has announced changes in the GMC truck line. GMC in 1950 will feature stepped-up horsepower in its light- and medium-duty engines together with a number of cab, engine and chassis advancements. New model series will be introduced in the 1½ and 2½-ton ranges and two new six-wheeler series in the 24,000-32,000 gross vehicle weight range. According to J. E. Johnson, general sales manager of the Truck Division, the horsepower of the 228 cubic-inch engine will be stepped up from 94¼ to 96, that of the 248 from 100 to 110 and the 270 from 104 to 120.

Leading the new model series that will be added to the GMC line for 1950 is the 280 series with a gross vehicle weight of 11,000 pounds. With the GVW of GMC's 300 series increased to 14,000 pounds, this new series will provide an expanded selection of models in the 1½-ton range.

Vic Completes Expansion Program

A LARGE addition to the manufacturing plant of the Vic Cleaning Machine Co. at 1313 Hawthorne Ave., Minneapolis, Minn., has just been completed. The addition, which practically doubles the manufacturing space formerly available, comprises 45,000 square feet.



Newly expanded Minneapolis plant of Vic Cleaning Machine Co.

As soon as the modern addition was completed, Vic announces, it was completely tooled with the newest equipment in order to increase the flow of production and at the same time permit bringing prices down. A considerable number of new employees have been added.

Vic has also announced the removal of its New York

PRECISION BUILT...
Over 8,000 Machines in Use!

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LEVER PRINCIPLE HAND MARKING MACHINE

THREE STYLES
6, 8 or 10 character

THREE TYPE SIZES
12, 15 or 18 point

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Automatic type aligning device — insures clear, straight marks.

Ink pad covered except when inking type—prevents ink drying out.

Indicator strips on both sides of each typesetting lever—assure speed and accuracy.

Precision parts made of carbon steel, high strength gray iron, bronze, brass and special alloy steel—assure trouble-free operation, longer, more economical service.

THE NATIONAL MARKING MACHINE CO.
4026 Cherry St. Cincinnati 23, Ohio

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New 30" Monel Curb Extractor
Being Displayed For The First Time
At The N. I. C. D. Annual Convention
In Chicago, Ill., March 12 thru 15

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City office to larger quarters at 22 W. Third St., where the complete line of Vic machinery and equipment will be on display.

NATIONAL Available in Microfilm

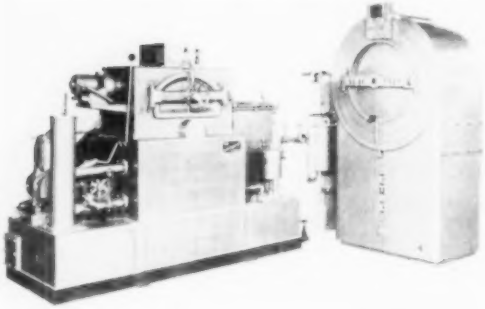
BY arrangement with University Microfilms, 313 N. First St., Ann Arbor, Mich., beginning with the current year volumes of THE NATIONAL CLEANER & DYER will be made available to libraries or other interested users in microfilm form.

The use of microfilm has been developed because of a serious shortage of library space, caused by the increasing number of publications of all types. Microfilm makes an entire volume of a publication available in a single roll, in editions of 30 or more. The film is positive microfilm, furnished on metal reels. The library keeps printed issues unbound for two to three years, then substitutes microfilm volumes for the worn-out or less frequently demanded paper copies.

Sales of microfilm volumes are restricted to subscribers to the regular paper edition.

Detrex Introduces Coronet Unit

THE Detrex Corporation, Detroit, Mich., has announced a new synthetic drycleaning machine to be known as the Detrex Coronet. This addition to its line of drycleaning machines and Synth-O-Saver recovery units is aimed at the press shop and pick-up store. It is designed to fit the requirements of the man who does not own his own drycleaning plant because of either limited space, volume or capital.



The Coronet requires a floor space of 32 by 80 inches and will pass through any standard 36-inch door. Mounted on a common base, which comprises the 100-gallon storage tank, are the standard Detrex internal-fill bag-type filters, the V-belt driving washer and extractor motors, fan and manual brake. The two-pocket Monel washing cylinder is mounted on over-size, heavy-duty, outboard ball-bearings. Loading doors have a 9-by-19-inch opening to provide plenty of loading and unloading space.

This new unit is designed for an 18-pound load and has a rated capacity of 72 pounds per hour under normal operating conditions. The Detrex Coronet is available in 220-volt, single phase, 60 cycles only.

The Model 325 Synth-O-Saver recovers the solvent remaining after extraction, then aerates the garments. Cycled with the "Detrex Coronet," 97 percent solvent recovery is claimed.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

PEOPLE AND PLACES

SOUTH WEST

Mr. and Mrs. Harlin Swearingen have purchased Mercury Cleaners, Anaheim, Calif. The business will be operated by Mrs. Swearingen.

Charles E. Gilkerson, owner of Gilkerson Cleaners & Hatters, Lutted, Kansas, has announced the acquisition of new finishing and delivery equipment.

Garwick Deluxe Cleaners has been opened by Mr. and Mrs. C. L. Garwick at 2041 Concord Ave., Concord, Calif. Work is done at the Garwick plant at Walnut Creek.

Mrs. Edith Hawes and Fred Bridges have taken over operation of Home Cleaners, 1218 Military Ave., Baxter Springs, Kans., from Alton Willard.

Panorama Cleaners has been opened in a new drive-in plant at 8251 Van Nuys Blvd., Van Nuys, Calif., by Mr. and Mrs. Travis T. Foster.

Gene's Cleaners, Blooming Grove, Tex., has rented additional store space.

Owner Bill Allen has opened the new plant of Antioch (Calif.) Cleaners in a remodeled building at 607 Second St. Mr. Allen also operates Concord (Calif.) Cleaners.

Bill Whitty and Ben Ellis recently ran a contest to choose a name for their new cleaning establishment at Holton, Kans.

Henry's Cleaners, Waxahachie, Tex., has been purchased by Mrs. Eunice Autrey.

Harold Langley has announced his intention to sell Colonial Cleaners, 8818 W. Olympic Blvd., Beverly Hills, Calif., to Mr. and Mrs. Harold L. Johnson.

A & A Cleaners, 110 W. Euclid, McPherson, Kans., which was recently purchased by Bert Anderson, has installed new dry-cleaning equipment.

Wardrobe Cleaners has been opened in a newly constructed plant at 616 Barnes, Alva, Okla., by Lionel Fullerton.

Mr. and Mrs. William Spolin have purchased the interest of their former partner, Jack Walker, in Keepit-Neat Cleaners, 1815 A St., Antioch, Calif.

Model Cleaners has been opened at Yates Center, Kans., by Conrad A. Devins and S. D. Chatterton.

Sterling Cleaners, 215 Highland Ave., San Mateo, Calif., has opened "Sterling's Avenue Shoppe" at 1299 Burlingame Ave. The company, which is owned by Phil and Don Reiss, is celebrating its 45th anniversary. Other Sterling stores are located on Broadway, Burlingame, in San Carlos and in Redwood City.

Fashion Cleaners is the new name of Bob's Cleaners, Halstead, Kans., which has established a ladies' dress shop.

E. M. Dockery has announced plans to construct a cleaning plant on Elm Drive, Camarillo, Calif. The business will be called Valley Cleaners.

Skeen Dry Cleaners, owned by Bob Skeen, Sr. and Jr., has completed an expansion and remodeling program at its plant at 215 W. Seventh St., Clovis, N. M.

The sale has been reported of White House Cleaners, 5558 N. Figueroa St., Los Angeles, Calif., by David H. Wilner to Mr. and Mrs. Robert Greig.

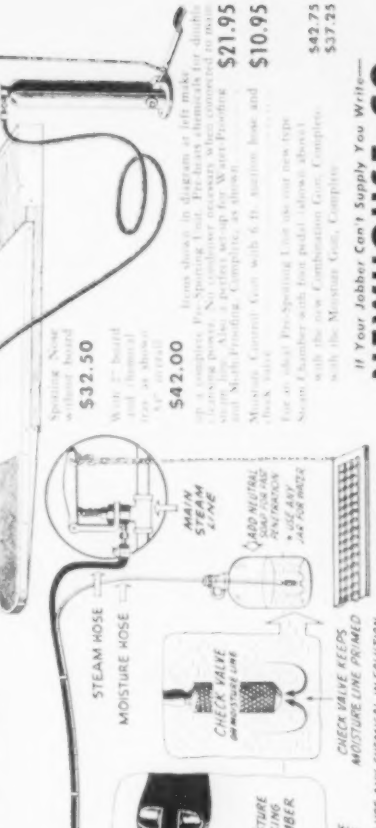
Howard Wanamaker has moved Wanamaker Cleaners to a newly constructed plant on Main St., Stockton, Kans.

A new cleaning plant has been opened by J. C. Jimmerson at 1424 S. Buckner, Pleasant Grove, Dallas, Tex. His former establishment was burnt out last year.

City Cleaners, owned by Mrs. Edith Young and Merle Young, has added a new cleaning-room structure to its plant at Marquette, Kans.

Use This Modern Scientific "All-In-ONE" Equipment
And Make PRE-SPOTTING PROFITABLE

This "ALL-IN-ONE" Stainless Steel SPOTTING NOSE Is Ideal
for Pre-Spotting—saves messing up your regular spotting board.



This new COMBINATION Steam Gun and Water Spray Gun is the latest development for saving pre-spotting time and costs. Adaptable to any pressure tank or spotting unit the gun has a molded special plastic handle, stainless steel tubing, interchangeable brush and nozzle. Price includes 6 ft. neoprene nylon covered hose impervious to strongest chemicals.

$16.50

$12.50

Gun, without brush and neoprene hose

Spotting Nose with board **$32.50**

With 2" board and chemical jars as shown, 4" metal **$42.00**

Items shown in diagram at left make it a complete Pre-Spotting Unit. Fire-heavy chemicals for dry-cleaning power. No crankout recovery when connected to steam line. Is perfect set-up for Water Finishing and Multi-Finishing. Complete, as shown **$21.95**

Mustang Control Gun with 6 ft. suction hose and check valve **$10.95**

For an ideal Pre-Spotting Unit use our new type Steam Chamber with foot pedal (shown above) with the new Combination Gun. Complete **$42.75**

with the Mustang Gun. Complete **$37.25**

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DELUXE MODEL ONLY **$85.00** F.O.B. Factory (Formerly sold at $102.00)

Complete with Oilite Brushes, Tampico Fiber Brushes, Oilite Bearings, Nylon Tack Rack, carrying handles, and Nylon Tack Rack attachment. (Nylon Brushes available at $7.50 additional.) This 50 longer life jiffy cuff and cuffs hand brushing. The lightning fast JIFFY pays for itself quickly by reducing finishing, spotting and labor costs.

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Order a JIFFY from your jobber or . . .

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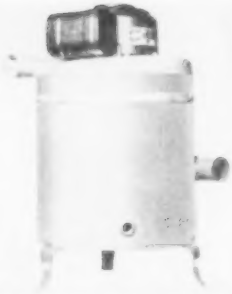

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REMA CORPORATION NORWALK, CONN.

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- Silk and Wool Spotting
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unique

THE UNIQUE INSTITUTE OF CLEANING TRADES, Inc.
920 East 43rd Street, Chicago 15, Ill.

New finishing equipment has been installed by Escalon (Calif.) Cleaners, owned by Mr. and Mrs. Owen Vanderpool.

L. L. Gilespie and Clyde Fuller have taken over from Abe and Jay Rogers operation of Rogers Dry Cleaning plant, 610 E. Highway, Snyder, Tex.

Alex Exclusive Cleaners has been opened by Alex Busse at 168 Leland Ave., San Francisco, Calif.

Bob's Cleaners, 617 E. Second, La Junta, Colo., has been sold by Bob Lyons to L. E. Perry. The name has been changed to Perry's Cleaners.

Damage estimated at $8,000 was caused by a fire at Deluxe Cleaners, 1407 23rd Ave., Oakland, Calif.

Cleve's Cleaners, Winona, Kans., has been sold by Mr. and Mrs. Cleve Cook to Lawrence Richardson.

Burton's Cleaners has been opened by Harry and Joan Burton at 801 South B St., San Mateo, Calif.

A new drycleaning plant and storage vault are being constructed for John Rowland and Sons on W. Greenwood St., Del Rio, Tex.

The sale has been reported of La Verne Cleaners, 913 S. La Verne Ave., Los Angeles, Calif., by Arthur Bardine to Alvin Powell.

Hudson Hy-Class Cleaners and Hatters, 2127 Metropolitan Ave., Kansas City, Kans., has been sold by Paul Hudson to Robert Isaac. The business has been renamed Bob's Hy-Class Cleaners and Hatters.

Mrs. Mattie Veach has been granted a permit to build a drycleaning plant at 163 Ash Ave., Fresno, Calif. Mrs. Veach's plant on E. Tulare St. is being moved to make way for a highway.

B & T Drive-In Cleaners has been established by John Bennett and Grace and Lloyd Thompson at 204 S. McKenzie, Fortson, Okla.

Waldron E. Smith has opened a drycleaning establishment adjoining his barber shop at 8247 E. Whittier Blvd., Montebello Gardens, Pico, Calif.

Max the Cleaner's, owned by Mrs. Della Underhill, recently held open house to display the company's enlarged quarters at Ellis, Kans., and new equipment.

Mr. and Mrs. Warren Barber have purchased the interest of Paul Ottman in Ferndale Cleaners, Crescent City, Calif. Mr. Ottman was obliged to retire because of ill health.

Antioch (Calif.) Cleaners has moved to a new location at 607 Second St.

Mercury Cleaners, Eunice, N. M., has been leased by Johnnie Foley and Junior Gray from Mrs. S. A. Weaver.

Quality Cleaners, Mulvane, Kans., has been purchased by Mr. and Mrs. Floyd E. Riley from Mr. and Mrs. Harry Belieu.

Dwight L. McBride has been granted a building permit for a new plant for McBride's Cleaners at 907 Lamar, Sweetwater, Tex.

Orinda (Calif.) Cleaners has been moved to new quarters in the Land Building.

Jack Keltner has purchased the interest of his partner, E. M. Dockery, and is now sole owner of Camarillo (Calif.) Cleaners.

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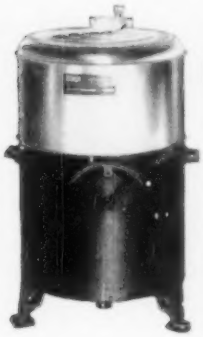

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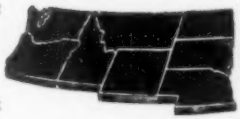
NORTH  WEST

Veterans Cleaners, operated by W. P. Johnson and John Sullivan at 521 and 511 N. P. Ave., Fargo, N. D., has leased additional space at its 511 address.

A new building under construction at S. Church and Mill, Salem, Ore., has been leased by Mr. and Mrs. Ralph E. Smith for occupancy by Nu-Way Cleaners. The business will be managed by Mrs. Smith's brother, Clyde F. Nordstrom, who also operates Nu-Way Cleaners in West Salem.

Fairchild Cleaners, Red Lodge, Mont., has been reopened by proprietor Lee Fairchild after repairs necessitated by a recent fire.

Artistic Cleaners has been established by Arthur Popp in a new building at 7474 S. E. 82nd Ave., Portland, Ore.

Modern Cleaners, Kemmerer, Wyo., operated by Kenneth Doi, has installed some new equipment.

Alvin K. Anderson is constructing a drycleaning plant at Clatskanie, Ore.

Palace Cleaners, Red Cloud, Neb., has been purchased by Mr. and Mrs. Gordon Buster.

R. G. Smith has assumed sole ownership of Qualified Cleaners, Silverton, Ore., upon retirement from the business of Maurie M. Davis.

Mrs. Hannah Garrett and her son, Willard Garrett, operators of Garrett Cleaners at Minden, Neb., have purchased a lot on which they plan to erect a new cleaning plant.

Reed Cleaners has opened its sixth branch, a drive-in at 20 Fifth St. N., Fargo, N. D.

Unique Cleaners, Butte, Mont., has been incorporated by Bruno and Angela Lenicioni and David S. and Betty A. Mencarelli.

A business-name certificate has been filed by James A. and Mary P. Brewer for Pacific Rug and Furniture Cleaners, Salem, Ore.

Kett's Cleaners, Forsyth, Mont., has remodeled and added to a local building to be used as a new plant.

Black's Cleaners plans construction of a new plant at S. W. 40th Ave. and Heathburne Blvd., Portland, Ore.

Ellis W. Gray has installed cleaning equipment in his establishment at Washougal, Wash.

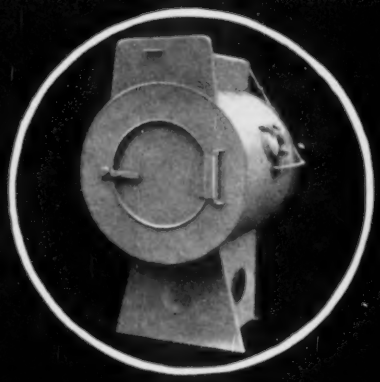
City Cleaners and Dyers, Bend, Ore., operated by Frank Worsser and Marion Cady, has established a branch at 527 D St., Redmond.

Roy's Cleaners, Columbus, Mont., has moved to new quarters on Pratton St.

City Cleaners, Condon, Ore., has reopened after a shutdown caused by a fire last summer. Owner George McKay has installed all new equipment and enlarged the building.

Mr. and Mrs. Henry Horst, owners of Cur-Del Cleaners, Brookings, Ore., have moved the business to new quarters which have been extensively remodeled.

GAS OR STEAM HEATED TUMBLER



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All ball bearings packed in grease.
Increased production pays for tumbler.

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TWO MODELS
ONE FOR CISSELL
ONE FOR GLOVER
SPOTTING MACHINES

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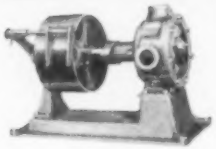

Fig. 8

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Each is built to handle the specific job. Outstanding features include fast self priming . . . smooth, even discharge . . . low power requirements . . . compact and rugged construction.

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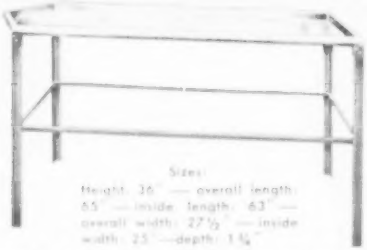

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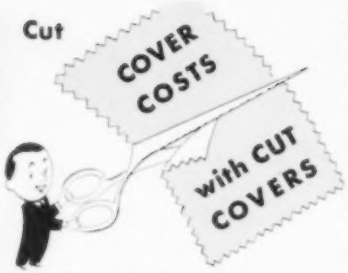

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on all presses. Here are a few typical examples of endurance:

16,250 shirts on a swing bosom.

180 hours—11,200 shirts on a 8-lay press.

260% longer on a Tilton Cuff Press.

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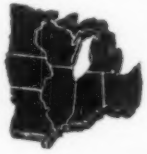
H. KOHNSTAMM & CO., INC. 59 PARK PLACE, NEW YORK 7, N. Y. OFFICES IN PRINCIPAL CITIES

NORTH  CENTRAL

Fred Dickman has begun construction of a drycleaning plant at Athens, Wis.

A fire of unknown origin caused damage estimated at $15,000 at the plant of West View (Ohio) Dry Cleaners, Columbia Rd. According to the owners, Steven and Frank Leycel, clothing loss was fully and building damage partially covered by insurance.

Daily Cleaners, Pittsfield, Ill., has been sold by James Clark to his nephew, John Dinsmore.

Quality Cleaners, 108 E. Seventh St., Rolla, Mo., has been sold to Lawrence Wingate.

Fire believed to have been caused by a solvent leak to the boiler room caused an estimated $3,000 damage to the McQuade cleaning plant at Hammond, Ind.

Fred Hanawall has removed Ace Dry Cleaning Company to a new location at 207 Mobile St., Beloit, Wis.

Gus Kellarhs, proprietor of Champaign (Ill.) Cleaners, 38 Main St., has announced plans to enlarge the building he recently purchased for a branch on Chandler St., Rantoul.

Art Cleaners, Versailles, Mo., was recently purchased by Dean Hodges from Mr. and Mrs. Hugh Hurt.

A fire apparently caused by matches left in a garment caused damage estimated at $1,500 at Long's cleaning plant, Henderson Ave., Marion, Ind.

Proprietor Sklar of Beverly Ridge Cleaners has celebrated his 50th anniversary by opening a new store at 1820 W. 95th St., Chicago, Ill.

Mrs. Thelma Herbert, owner of Herbert Cleaners, 4271 Plainville Rd., Madisonville, Ohio, has announced opening of a branch store at 7685 Montgomery Rd., Silverton.

Mr. and Mrs. R. F. Gorman have announced plans to move Calhoun Cleaning Shop from Pleasant Hill to Harden, Ill.

A drycleaning plant will be established in Union Star, Mo., by Charles Shrike and Mrs. George Hayes.

Ray Chapman and James King have formed a partnership for operation of Caledonia (Minn.) Dry Cleaners. Mr. King purchased the interest of Mrs. Chapman.

Gilbert Haupert, owner of Howard Cleaners, 262 S. Miami St., Wabash, Ind., has announced change of the firm name to Haupert Cleaners.

Varsity Cleaners is the new name of Lindquist Cleaners, 1132 Sixth St., Nevada, Iowa, which was recently purchased by C. P. Farmer, a World War II veteran.

Hi-Tone Cleaners, Inc., 9120 Broadway, Brookfield, Ill., has been incorporated by Anthony Hymas, Frank Bonecek, Jr., and Alda Bonecek.

Herman and Howard Crisler, owners of Superior Cleaners, New Madrid, Mo., have pur-

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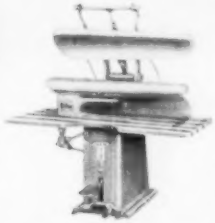


NEW YORK PRESSING MACHINERY CORP.
880 BROADWAY NEW YORK — 3

chased Modern Cleaners from Robert Riley.

Robert Stillions has purchased Select Cleaners, W. Seventh St., Bloomington, Ind.

Quality Cleaners, Barron, Wis., has been sold by Mr. Cogorty to Elmore Smith.

Kirker Dry Cleaning, E. Main St., West Union, Ohio, has been sold by Charles Kirker, Jr., to Russell Engstrom. The name will be changed to Ross's Dry Cleaning.

R and J Cleaners and Dyers has moved to a new location at 213 W. 15th St., Chicago Heights, Ill. The business is operated by Roy Lichtenberger and John Biskie.

El Dorado Cleaners, Kirkpatrick St., El Dorado Springs, Mo., has been sold by Elmer L. Kuntz to Mr. and Mrs. Lee McGinnis. The business will be operated on lease by Joe Friar.

The R. E. McBride & Son cleaning plant, 4444 W. Columbia St., Evansville, Ind., has been sold by Roscoe E. McBride, Sr., and Jr., to Russell Coffman and Compton S. Hendrix. The new owners have renamed the plant Columbia Cleaners.

Kent Cleaners of Milwaukee, Wisconsin, has been incorporated by Clarence H. and Ralph C. Elwing and Norman H. Holdorf.

John W. Evey has bought the interest of his partner, George O'Dea, in Minonk (Ill.) Cleaners.

B. E. Harmon and his son have taken over operation of Williamsport (Ind.) Cleaners from Charles Odle.

SOUTH EAST

Clary Brothers Cleaners, 21st Ave. and Van Buren St., Hollywood, Fla., has been sold by Albert and Alex Clary to Donald G. Kingsley, Sr. and Jr.

Jim Massey Cleaners, 1050 S. Decatur, Montgomery, Ala., has completed an expansion program by opening a new drive-in branch at 629 Madison Ave.

Paramount Cleaners and Laundry, Vero Beach, Fla., has moved to new quarters on Osceola Blvd.

Wilson Cleaners has been established by John R. Wilson at 157 W. Granada Ave., Ormond, Fla.

John Edwards, owner of Nu-Way Cleaners and Laundry, 121 S. Fourth St., Batesville, Ark., has announced installation of a new drycleaning unit.

Model Dry Cleaning Company, Columbus, Ga., recently celebrated its 50th anniversary with a banquet for its 50 employees. Present were A. W. Pitts, founder of the company, and his son, Robert Pitts, now general manager.

Reliable Dry Cleaners and Tailors, New Smyrna Beach, Fla., has been sold by Henry C. Sweeper to William E. Owens, a World War II veteran.

ELIMINATE THE FISH HOOKS
IN YOUR
DRY CLEANING TUMBLERS

Buttons, hooks, eyes and sleeves find no place to catch and cause trouble when you have

LENACO NO-SNAG RIB PADS

It's easy to install No-Snag Rib Pads, and here's why → → →

Perma-Grip Screw fasteners are finely machined and once they are set, hold tightly. Superior to lacing because of the no-snag feature. Can be used over and over as pads are replaced.

These No-Snag Rib Pads are for Heubsch, Perry, American and Hoffman, 18", 24", 30" open end tumblers only.

Order from your jobber, or direct. Dept. N-4

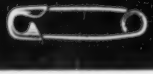
LEWIS NATIONAL CORPORATION
29 Sleeper St.
Boston 10, Mass.

If your plant is in New England, ask us about equipment and machinery.

SONOMOR STRAIGHT STEEL PINS

TOPS in QUALITY

SONOMOR STEEL SAFETY PINS



TOPS in SERVICE

SONOMOR WIRE GARMENT HANGERS

TOPS in ECONOMY

More and more Laundries and dry cleaners are standardizing on Prym SONOMOR pins and hangers.

More and more bulk users are coming to appreciate Prym's dependable quality, service and economy.

Prym pioneered pins made of steel, and Prym enameled quality garment hangers are unsurpassed.

Insist on Prym's SONOMOR QUALITY.

For Brass Pins of QUALITY . . . Prym's Aristocrat.

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PRINTED TROUSER GUARDS

● Carry your big message into your customers' homes with YOUR NAME, ADDRESS, PHONE NUMBER and SLOGAN OR ADVERTISING MESSAGE—printed in colors to match your other advertising color schemes.

See the new STA-RITE INDUSTRIAL PLASTIC APRON for laundries, washrooms, and other industrial uses—light in weight, sturdy in service.

See the low cost STA-RITE COLLAR SUPPORTS and TIE HOLDERS for attractive inexpensive packaging.

* R. applied for

HODGE, FARWELL & COMPANY Manufacturers
131 NORTH SACRAMENTO BLVD., CHICAGO 12, ILLINOIS
"We sell only to jobbers"

See us demonstrate
leather cleaning
at the convention

BOOTHS 728 TO 730 INCLUSIVE

KIRK-REED, INC.
421 S. WINCHESTER AVE., • CHICAGO 12, ILL.

KIRK'S 7320 MELROSE AVENUE
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LOST MARKING TAGS MEAN LOST GARMENTS

Marking tags becoming detached from garments can be a problem . . . but not if you are using Arma Daily Delivery Marking Tags. These tags are made to withstand the tough tumbling that garments must sometimes absorb in the processing procedure. Increased strength of tag fastener, plus the fact that the tag is designed with the one-piece fastener as an integral part of the tag, combine to give the dryleaner and laundrer a marking tag that meets all the requirements of plant processing.

Contact your jobber today—samples on request.

PITTSBURGH TAG COMPANY
1112-20 Galveston Ave., Pittsburgh 12, Pa.

Havana (Fla.) Dry Cleaners has been sold by W. K. Peavy to R. D. Blackmon.

Logan Dry Cleaners has been opened at 502 E. First St., Cherryville, N. C.

Whitehead Cleaners, N. Alcaniz St., Pensacola, Fla., has been sold by Mrs. Edith Whitehead, widow of the late Hulan E. Whitehead, to a syndicate consisting of T. J. Ward, O. E. Nolan and Alex Baldwin. Mrs. Whitehead will continue to operate the adjoining rug cleaning business.

Art Style Cleaners has been established by W. O. Williams in a new building at 316 N. Monroe St., Tallahassee, Fla.

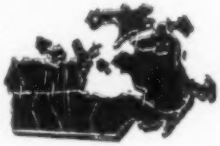
The Eck dryeleaning business at Jacksonville, Fla., has been purchased by Clyde W. Kirkpatrick.

Starke (Fla.) Dry Cleaners has moved to a new location on E. Call St. Mr. and Mrs. Junius M. Smith, owners of the business, have installed completely new dryeleaning equipment.

Royal Rug and Furniture Cleaners, 320 28th St. S., St. Petersburg, Fla., has been purchased by Burwell Neal. The A. and J. Rug Cleaners, operated by Geo. and Millen, has been merged with the business. Mr. Millen will manage the new company.

Al Stein, who has conducted a wholesale cleaning plant at Baltimore, Md., for 20 years, has been joined by his father, Louis H. Stein, in establishing a retail cleaning business at 2002 Calhow Ave.

DOMINION OF CANADA



NEW-FOUNDLAND

Stanley Brock, founder of Stanley Brock Limited, 145 Market Ave., Winnipeg, Man., and president since its inception, was elected chairman of the board at a recent directors' meeting. J. F. Keyes, who has also been active in the company since it was founded and who has been executive vice president for a number of years, was elected president and general manager. The Winnipeg company maintains branches in Vancouver, Calgary, Edmonton and Montreal.

P & G Dry Cleaners, 23 Hagar St., Welland, Ont., has opened a new store at 187 E. Main St.

J. Bruck has purchased the dryeleaning business of J. A. Jeffery at Nanton, Alta.

Progress Cleaners & Dyers, Inc., 9075 St. Urbain St., Montreal, Que., has opened a wholesale dryeleaning plant.

Varsity Cleaners, 673 College St., Toronto, Ont., has announced its amalgamation with Monarch Cleaners, 1200 Bloor W. Varsity also maintains five other Toronto locations.

Crockett's Dry Cleaners has been established in a newly erected plant at Pictou, N. S., by Bert Crockett.

James C. Halpenny has purchased the equipment of Tweed Out Cleaners, which has gone out of business, and plans to open a dryeleaning plant in Tweed.

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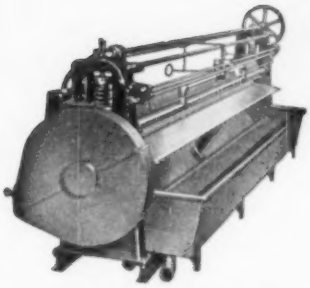


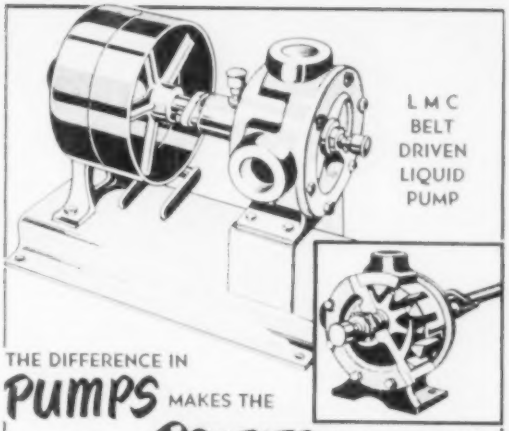
The Bertsch Rug Wringer

REDUCES
- Labor 70%
- Power 75%
- Dry Room Heat 80%
- Water use 75%

FACTS
- Heavier materials
- Better materials
- Delivers more pressure
- Extracts more water
- Lower machine cost
- Long life
- Less maintenance than other Wringers

BERTSCH & CO.

CAMBRIDGE CITY • INDIANA •



THE DIFFERENCE IN **PUMPS** MAKES THE DIFFERENCE IN **PROFITS**

The inset above shows the internal construction of the LMC Liquid Pump.

Check the differences in the costs of the LMC Liquid Pump and of other leading brands . . . check the performance records and the no-fault service LMC offers. All add up to greater cleaning and dyeing profits for you. Ask your supply dealer or write direct.

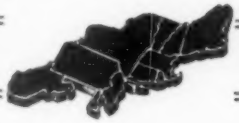
Dealers Wanted!

INTERCHANGEABLE WITH ALL LEADING PUMPS

LUBBOCK MACHINE CO., Inc.

BOX 1138 LUBBOCK, TEXAS PH. 4631

NORTH EAST



Leonard's Cleaners, Railroad St., Great Barrington, Mass., has installed a new drycleaning unit, it was announced by the proprietor, Leonard Kosberg.

Bruce E. Wright has sold his drycleaning plant at 65 W. Main St., Webster, N. Y., to Mr. and Mrs. Carl Hauck.

Vogel's Cleaners and Tailors, S. Front St., Milton, Pa., has completed an expansion program with the installation of new cleaning equipment.

Glover Cleansers & Tailors, Inc., has been incorporated at Providence, R. I., by Perry Bernstein, Jacob J. Alpern and Ruth C. Lipson.

Rodney Cleansers has opened a branch office at 5 Elm St., Braintree, Mass.

M. and J. Cleaners has been opened at 122 Palisade Ave., Yonkers, N. Y., by Mr. and Mrs. Jim Barnett.

M-L Cleaners has opened a new establishment on N. Shamokin St., Shamokin, Pa.

Rand Cleaning Stores, Brooklyn, N. Y., has opened its 72nd and 73rd stores, at 3008 Nostrand Ave. and 1531½ Broadway, Brooklyn. The firm, which is headed by Jules Miller, celebrated its 20th anniversary on January 13.

New Britain (Conn.) Dry Cleaning Corp. has leased a store at 87 Arch St.

Ideal Dry Cleaners, 6 Baldwin St., Lynn, Mass., has opened its third store, at 6 Mason St. The firm, which is owned by veterans Frank Drinkwater and Michael Stratos, also operates a branch at 22 Joyce St.

Frankford (Pa.) Cleaners and Dyers has opened a branch at 121 S. State St., Newtown, Pa. The business, owned by A. Kashkashkian, operates a chain of 20 stores in the area.

Estel Simons, an Air Corps veteran, has announced plans to open Eck's Cleaners at 100½ S. Kanawha St., Buckhannon, W. Va.

A new drycleaning plant will be built by Peter Petri on State Rd. and Greylock Ave., North Adams, Mass., to replace his former plant which was razed for a flood-control project.

Town & Country Dry Cleaners has been opened by Louis V. Truba at 30 Main St., Mt. Morris, N. Y.

Beaver Dry Cleaning, Johnsonburg, Pa., has been sold by Albert Beaver to Miss Helen Beyer.

A fire of unknown origin caused an estimated $15,000 damage to Peter Pan Dry Cleaners, 1108 Summit Ave., Union City, N. J. According to the owner, John Alizzi, garment loss was covered by insurance.

Kaplan Cleaning Co., Great Barrington, Mass., has sold its plant on Sheffield Rd. and will build a cleaning-plant addition to its store on Railroad St.

Louis T. Sax recently celebrated the 20th anniversary of his Northern Cleaners and Furriers, Park Ave., Glens Falls, N. Y.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

GROSS STAR
aluminum GRID PLATES
LAST LONGER

Only GROSS STAR is 12-ways better. Be sure your press plate has ALL 12 advantages.

up to 46" . . $13.50
mushroom . . 10.00 from
over 46" . . . 17.50 your jobber

L. BEHRSTOCK CO. 1708 S. State St. Chicago 16, Ill.

G-SOL Dry Cleaning Detergent
Ready to Use

- NEUTRAL
- NO FREE FATTY ACID
- NO FILTER PRESSURE

55 Gal. drum @ $1.20 gal.
postpaid

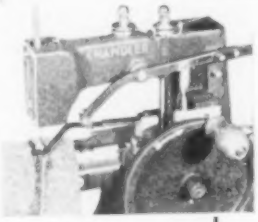
G and G — DRY CLEANING SOAPS AND SPOTTING AGENTS

CHEMICAL COMPANY
Hopewell, Va.

CUFF TACKING MACHINE

A Real Time Saver

So simple to use—anyone can be a skilled operator within a few minutes! No more thread changing—puts an invisible lock in trouser cuffs with one simple movement! Many other uses—replaces belt loops, shoulder pads, ornaments.



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Chandler Machine Company
West Street, Ayer, Mass.

Insurance at COST!

for Thirty-three Years

"Does your insurance pay you dividends?"

NATIONAL INDEMNITY EXCHANGE
NATIONAL FIRE INSURANCE EXCHANGE
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SOLICITING YOUR SUEDES

RENARD'S
Suede & Leather Cleaners & Redyers
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New York 21, N. Y.

Renard's

FROM NEW YORK TO HOLLYWOOD

Redyeing and cleaning of all your fine suede things . . . by an expert! Fresh, colorful beauty for your suede coat, weskit, suit, handbag or gloves. Careful, tested method. You will be thrilled with the clear, glowing colors and new appearance your fine suedes take on when revived by . . . TESTED METHODS

WRITE FOR WHOLESALE RATES

The Statler Company, Johnstown, Pa., has announced the temporarily at Ebensburg, purchase of the dryecleaning and shirt laundry business of David O. Yorgey, Ebensburg, Pa., and will remain the shirt laundry at Ebensburg.

Berger Cleaners, 666 Madison Ave., New York, N. Y., a chain organization headed by Arthur Berger, has opened a new store at 344 Greenwich Ave., Greenwich, Conn.

OBITUARIES

Lothair S. Kohnstamm, 69, president of H. Kohnstamm & Co., Inc., died suddenly January 29 at his home in New York City. He had been associated for 48 years with the company founded by his granduncle, Joseph Kohnstamm, in 1851.

A native of Brooklyn, New York, Mr. Kohnstamm was a graduate of Columbia University School of Mines. During World War I he was a captain in the Chemical Warfare Service. He became president of H. Kohnstamm & Co., Inc., in 1932. He took an active part in working with the government on Pure Food and Drug legislation, and maintained a strong interest in chemical research.

Mr. Kohnstamm was a member of the Chemists and Columbia Clubs and treasurer of several charitable organizations. He is survived by two sons, Paul and Richard, and by a daughter, Mrs. Leslie Ogden.

Arch F. Adams, 57, proprietor of Adams Cleaners, Brownwood, Texas, died suddenly January 10. He was a member of the Knights of Pythias and served with the Army during World War I. He is survived by his wife, a sister and three brothers.

Edward Archambo, owner of the Bartlesville (Oklahoma) Cleaners, died recently as the result of a hunting accident. He was secretary-treasurer of the Washington County Dry Cleaners Association.

Carl F. Brockhaus, 87, founder in 1884 of Brockhaus Cleaners and Dyers, Janesville, Wisconsin, died January 4. A native of Germany, Mr. Brockhaus came to Milwaukee as a small child. He was a pioneer in the dry-cleaning business both in plant operations and equipment design. In 1919 he retired and turned operation of the firm over to his son, William C. Brockhaus. Mr. Brockhaus was a member of Odd Fellows and Modern Woodmen of America. In addition to his son, a brother survives.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

A GIANT BABY'S BEEN BORN FOR THE CLEANING INDUSTRY'S ADOPTION

AT LAST—ALL-COLER BLEACH

The only bleach safe to all dyes

100% safe for bleaching all mixed color combinations including changeable dyes.
Bleaches the white and brightens all colors to the original.
Wet cleans and bleaches garments in one operation.

THERE IS NO SUBSTITUTE—
IMITATIONS WILL PROVE COSTLY.

ORDER FROM YOUR JOBBER

Warco LABORATORIES
Dept. B
1636-38-40 West Vernon Ave., Los Angeles 37, Calif.

On display at Booth 809 Chicago Convention

Panait Cinca, 49, operator of Capitol Cleaners, Regina, Saskatchewan, Canada, died recently. A native of Rumania, Mr. Cinca came to Regina in 1911 and founded his drycleaning business in 1932. He is survived by his wife, a daughter, a son, five brothers and four sisters.

Vincent Evans, 57, owner of Brightside Cleaning Company, Boston, Massachusetts, died recently as a result of a fall. He is survived by his widow, a daughter, a sister and a brother.

John N. Gaede, 30, owner of Green Mill Cleaners, Waukegan, Illinois, died recently of injuries received in an automobile accident.

George Griffin, Jr., 59, owner of Crystal Laundry and Cleaners, Atlanta, Georgia, died suddenly of a heart attack December 22. He is survived by his widow, Frances Herrin Griffin, who was formerly executive secretary of the Michigan Laundryowners Association.

Stanley C. Leek, 51, owner of West Side Cleaners, West Reading, Pennsylvania, died recently. A Navy veteran of World War I, Mr. Leek was a past commander of Post 30, American Legion, and a member of the West Reading Fire Company. He is survived by his wife, his stepmother, three sons, three daughters and two sisters.

Frank Lucas, proprietor of a drycleaning establishment at Wakefield, Massachusetts, died January 15.

Dunstan MacCormac, 37, operator of MacCormac's Dry Cleaning plant, St. Johns, Newfoundland, died January 17. He was a member of Rotary and the Benevolent Irish Society, and was active in civic affairs and local baseball leagues. He is survived by his wife, a son and daughter, his mother, three sisters and three brothers.

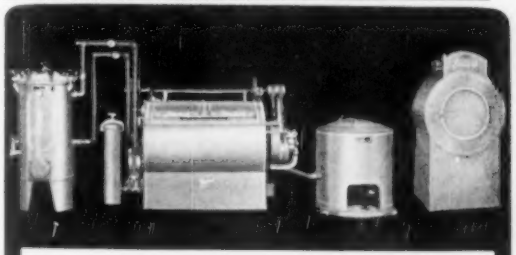
Fred W. Seumer, 65, president until 1946 of Peerless Cleaners, Inc., Milwaukee, Wisconsin, died recently at his home. With his brothers he organized the cleaning firm, then known as Peerless Dye Works, in 1910. He is survived by his wife, four brothers and a sister.

Albert Joseph Underwood, 81, associated with his son, Dooley L. Underwood, Sr., in the drycleaning business in West Palm Beach, Florida, until his retirement several years ago, died recently after a brief illness. He

Texture-San.

- Texturizing Service is a Business Builder.
- Restores shape, sizing and body to fabrics.
- Treated cloth resists moisture, sun and stains.
- A service customers like. Low cost. Write today.

HUNTINGTON LABORATORIES, INC.
Huntington, Indiana • Toronto, Canada



WRITE NOW FOR QUOTATION

Twenty-three years of successful manufacturing experience devoted to assembly line, low cost production of dry cleaning unit systems is a prime reason why you should write for a quotation from Standard NOW.

WRITE FOR FOLDER NC50

Standard LAUNDRY & CLEANING MACH. CO.

6900 Maple Avenue, P. O. Box 7251, Dallas, Texas
Phone Dixon 4-1742 & 43

MANUFACTURERS OF COMPLETE DRYCLEANING EQUIPMENT, TUMBLERS, EXTRACTORS, FILTERS, AND DRYCLEANING WASHERS

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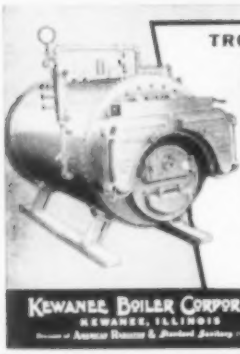


TROUBLE-FREE

KEWANEE

SCOTTIE JR

• It lasts and lasts and lasts without break-downs. Easy to handle, every part accessible . . . *it's truly trouble-free.* For any fuel

6 to 36 H. P.—100 lbs. W. P.

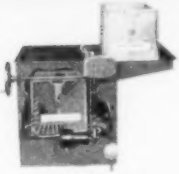
For 6" Scale with pipe diameter markings . . . WRITE Dept. 99-G3

KEWANEE BOILER CORPORATION
KEWANEE, ILLINOIS
Division of American Radiator & Standard Sanitary Corporation

DIPS GARMENTS IN WATER REPELLENTS

2 to 4 TIMES FASTER!

Increase your profits with this fast, efficient Speedux Dipmaster. Its output is *double* that of any other make! With second basket, output is *4 times greater!* Features thorough, 3-way agitation. Reversible aluminum cover may be used as scrubbing board. Hands need not touch solution.



Two Models—Senior (Illustrated) and Junior

Ask Your Distributor or Write To

DEVERE COMPANY
Racine, Wisconsin, U. S. A.

Rainbow Dye Works

109 South 16th Street, Louisville 3, Ky.

WHOLESALE DYERS

GARMENTS, RUGS, DRAPES, ETC.

25 years in Louisville under the same management.

OUR SERVICE GUARANTEES

Fast even dyeings — Speedy service
Semi-finishing of all garments — Reasonable prices

Special attention to prevent ripped linings

Write for full information, free color cards, mailing aids, etc.

THE FIRST BIG IMPROVEMENT FOR REMOVING **LINT** *WITH A "NEW-LOOK" FINISH ON YOUR GARMENTS*

FAST & SANITARY

Weighs but 3½ lbs. Perfectly balanced for weight use. Never tires the user. Costs so little only $49.50. Does so much. Clears, blows, sprays, moth-proofs. Cleans cuffs and inside seams like magic. Thousands of satisfied users.

SEND FOR CIRCULAR

"Little Wonder" ELECTRIC Whisk-Brush MACHINE

Also Wigs, Patented "Needle-boards" for Pressing Velvet and New fabrics materials with out show of gloss.

AMERICAN PRESSBOARD CO. 110 W. 20th St., New York 1

"Your Spotting Course Did Wonders for Me"

— says Roscoe N. Vogel, owner of Vogel's Cleaners and tailors in Milton, Pa.

Here's what he thinks about the Delray Spotting Course

"I have completed your course and find that it certainly did wonders for me. I started dry-cleaning with a synthetic plant, with hardly any knowledge of the spotting end of the business. I used your course on the garment itself and have been dry-cleaning for 6 months without a loss of any kind due to bad spotting."

Write for FREE BOOK describing this course, address Department N

DELRAY SCHOOL OF SPOTTING INSTRUCTIONS
3029 Fairfield Avenue, Cincinnati 6, Ohio

was a member of Woodmen of the World. He is survived by nine sons and a daughter.

Sol Wiesman, 68, owner until his retirement a few years ago of Wiesman Cleaning Co., Granite City, Ill., died January 21 of a heart attack. He is survived by his wife, two daughters, two sons and a brother.

March 12, 13, 14 and 15—National Institute of Cleaning and Dyeing, Annual Convention and Exhibit, North Pier, Chicago, Illinois.

March 23 and 24—Texas Laundry and Dry Cleaning Association and Oklahoma Laundryowners Association, Joint Convention, Baker Hotel, Dallas.

March 29 and 30—Georgia Laundry and Cleaners Association, Annual Convention, Atlanta Biltmore Hotel, Atlanta.

April 16, 17, 18 and 19—Laundry & Cleaning Association of the Carolinas, Georgia and Florida, Annual Convention, Hollywood Beach Hotel, Hollywood, Florida.

April 22 and 23—Connecticut State Association of Cleaners and Dyers, Annual Convention, Hotel Mohican, New London.

May 4, 5 and 6—California Drycleaners Association, Annual Convention, Long Beach.

May 5 and 6—Oregon State Dry Cleaners Association, Annual Convention, Bend.

May 11, 12 and 13—Pacific Northwest Launderers and Dry Cleaners, Annual Convention, Empress Hotel, Victoria, B. C., Canada.

May 17, 18 and 19—Laundry & Cleaners Allied Trades Association and Laundry and Dry Cleaning Machinery Manufacturers Association, Annual Convention, Moraine-on-the-Lake, Highland Park, Illinois.

May 28, 29 and 30—Canadian Research Institute of Launderers and Cleaners, Annual Convention, Royal Alexandra Hotel, Winnipeg.

October 7, 8 and 9—American Institute of Laundering, Annual Convention and Exhibit, Boston, Massachusetts.

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Where Buyers and Sellers Meet

10c a word for the first insertion and 8c a word for each subsequent, consecutive insertion of the same ad. Advertisements set in capitals or bold face type 15c a word, first insertion; 10c a word for subsequent, consecutive insertion. Minimum charge—$2.00 (new or repeat).

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Add five words if answers are to come to a box number to be forwarded by us. Extra white space between lines doubles charges indicated.

Be sure to write your copy, name and address plainly.

Advertisements in this department must be in our hands NOT LATER THAN THE 12th OF THE PRECEDING MONTH.

Cash must accompany all orders for advertisements in our classified columns. No book accounts can be opened, as the low charge made does not permit this expense.

Mail Your Replies to Box Numbers to National Cleaner & Dyer, 304 E. 45th St., New York 17, N. Y.

CLEANING PLANTS FOR SALE

For Sale—Laundries, Drycleaning Plants, Rug Cleaning Plants in Metropolitan N. Y. C. area, Westchester, New Jersey, Connecticut, Pennsylvania. If interested in buying or selling, contact **J. B. KANDEL, 131-39 228TH STREET, LAURELTON, LONG ISLAND, NEW YORK. PHONE: LAURELTON 8-3291.** 1074-2

LAUNDRY PLANTS and **DRYCLEANING PLANTS. 100% PROPOSITIONS.** New York, New Jersey, Connecticut, Pennsylvania. Other sections—**WHERE DO YOU WISH TO LOCATE?** Richard J. Muller—Lic. Broker, 89-16 184th St., Jamaica 3, N. Y. Tel.: REpublic 9-3016. 1451-2

THE LARGEST AND BEST REPUTED WHOLESALE DYE HOUSE IN THE SOUTH FOR SALE. Established 1901 and enjoying the best reputation of any **DYE HOUSE** in this part of the nation. **FISHER DYE WORKS, 1813 ST. EMANUEL, HOUSTON, TEXAS.** 3302-2

MOST MODERN DRYCLEANING PLANT FOR SALE IN ARIZONA. WELL ESTABLISHED. ALL NEW EQUIPMENT. DOING $1,500 WEEKLY BUSINESS. PRICED TO SELL, $25,000. ADDRESS: Box 3303, **NATIONAL CLEANER & DYER.** -2

Dry Cleaning Plant. Solvent. St. Petersburg, Florida. 1948 Gross $35,000. Well-equipped plant capable of larger volume. Store equipped for tailoring and pressing in excellent downtown location. Leases with option, both locations. 50% Retail, 50% Wholesale. Write Box 274, Station A, St. Petersburg, Florida. 3325-2

Modern petroleum plant, all new equipment. Will gross over $30,000 this year. Located in Illinois. $10,000 down will handle. **ADDRESS:** Box 3336, **NATIONAL CLEANER & DYER.** -2

ONE OF COUNTRY'S WELL-ESTABLISHED, MEDIUM-SIZED CLEANING AND LAUNDRY PLANTS. SANITONE LICENSEE. PERFECTLY LOCATED IN SUNNY SOUTHERN CALIFORNIA. VOLUME WELL OVER $100,000. MODERNLY EQUIPPED TO DOUBLE THIS FIGURE, IF OWNER GIVES IT FULL TIME AND ATTENTION. A REAL BUY AND PRICED FOR QUICK SALE, AT REPLACEMENT COST OF EQUIPMENT, FACILITIES. ADDRESS: Box 3344, **NATIONAL CLEANER & DYER.** -2

Modern drycleaning plant in busy industrial city in Southern Michigan. Sales well over $100,000 annually. Fully equipped for volume and quality. Property includes four apartments. Brick building. Four late model trucks. Price $60,000—Terms. **ADDRESS:** Box 3346, **NATIONAL CLEANER & DYER.** -2

WELL ESTABLISHED DRYCLEANING PLANT in **SUNNY** Central **CALIFORNIA, DOING $500 WEEKLY BUSINESS.** Owner retiring. Priced to sell $17,750. **ADDRESS:** Box 3387, **NATIONAL CLEANER & DYER.** -2

Established, modern, fully equipped 140F plant, small town, Indiana. Cash and carry. $20,000—$8,000 down. **ADDRESS:** Box 3397, **NATIONAL CLEANER & DYER.** -2

For sale. Laundry and solvent plant in Kansas. Established 20 years. $40,000 Annually. Well equipped. Real estate and business $22,500. ½ cash payment. **ADDRESS:** Box 3477, **NATIONAL CLEANER & DYER.** -2

Cleaning plant with new equipment. Established 30 years. Fast growing town of 15,000 in New Mexico. $15,000. Will throw in clothes and supplies. Kirksey Cleaners, 107 N. W. Nevada Street, Portales, New Mexico. 3404-2

Drycleaning plant, Florida West Coast, population over 100,000, increasing yearly. Modern equipment 100% Hoffman and Cissell, doing around $100,000 yearly. Could be increased at least 50% by worker with some ambition. Have sufficient equipment for that amount. Owner wants to retire. Price $75,000, at least half cash. **ADDRESS:** Box 3415, **NATIONAL CLEANER & DYER.** -2

Most modern fully equipped cleaning plant, well established. Branch offices in Palm Springs and Beaumont. Two 1949 International Walk-In trucks. Averaging sixty thousand dollars last four years. Income rentals with real estate. Priced to sell. Chambers & Chambers, 111 N. San Gorgonio, Banning, Calif. 3424-2

Modern cleaning plant for sale—fully equipped to handle up to $250,000, in Westchester County. Inquire Montclair Cleaners, Inc., 661 S. Columbus Ave., Mount Vernon, N. Y. 3425-2

Modern cleaning and dyeing plant doing good business where the city's payroll is twenty million dollars. Write for information. Burkholder Agency, Waynesboro, Virginia. 3435-2

TRENTON, NEW JERSEY. Established 1909. Exclusive neighborhood. Tremendous opportunity due to expanding neighborhood. Store and plant grossed $33,000 in 1949. 75% cash and carry. $18,000. 50% cash. O. K. Cleaners, 8 Sanhican Dr., Trenton 8, N. J. 3437-2

Drycleaning plant, solvent. Fur storage. In Arizona. No price war here. $5.07 Min. Capacity of plant $5,500 per week. 11,000 cost vault. Fur cleaning equipment. 1 Building, 2 years old, appraised value of real estate $88,000. Priced for quick sale. **ADDRESS:** Box 3442, **NATIONAL CLEANER & DYER.** -2

LOS ANGELES. Modern retail Stoddard solvent plant, long established, good prices, over $100,000 volume. Long lease. A money-maker for an experienced operator. Price $67,000. Terms. **ADDRESS:** Box 3444, **NATIONAL CLEANER & DYER.** -2

Drycleaning solvent plant for sale in New Jersey. Drive-In Curb Service. Modern. 15 Minutes from George Washington Bridge. Established 30 years. Owner, 70 years old, wishes to retire. **ADDRESS:** Box 3447, **NATIONAL CLEANER & DYER.** -2

For sale. Established **SOLVENT PLANT FULLY EQUIPPED** located in city of 40,000 in Western **KENTUCKY.** All cash and carry. **MODERN EQUIPMENT IN A-1 CONDITION.** Down payment $8,500, balance financed. **ADDRESS:** Box 3448, **NATIONAL CLEANER & DYER.** -2

New modern fully equipped cleaning plant. Beautiful drive-in located in fast growing Los Angeles area. Must sacrifice because of health. For information write Everett C. Duckworth, Tuberculosis Sanitarium, Norton, Kansas. 3449-2

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CLEANING PLANTS FOR SALE (Cont'd)

Solvent plant established 1890 in progressive central California city. Known for quality work. Monthly gross average $9,000. Strong lease on fine modernly equipped plant. Elderly owner retiring. For sale at $35,000. **ADDRESS:** Box 3455, **NATIONAL CLEANER & DYER.** -2

SYNTHETIC CLEANING PLANT–CINCINNATI SUBURB–ESTABLISHED 23 YEARS–BEST LOCATION–well equipped—gross $25,000. **ADDRESS:** Box 3458, **NATIONAL CLEANER & DYER.** -2

Drycleaning plant on Mississippi Gulf Coast. Good equipment, excellent location near factory. Must sell due to other interests. **ADDRESS:** Box 3459, **NATIONAL CLEANER & DYER.** -2

One of the most modern, new and completely equipped drycleaning establishments in the United States. Established 25 years, known for quality work and getting top prices for services. Sufficiently large to handle both retail and wholesale work. Also large enough to install a laundry if desired, which is badly needed where business is located. At present employs 30 employees who have been with the company many years and who will remain with new owner. Present owner wishes to retire from the business, will sell at a sacrifice price and liberal terms can be arranged if desired. **ADDRESS:** Box 3461, **NATIONAL CLEANER & DYER.** -2

Modern Retail Solvent Plant located Michigan. Established 25 years same location under present management. Has good reputation for quality work. 1949 Tops all previous years averaging $800 weekly. Two trucks, 90% Machinery purchased past three years. New cleaning plant. Fire proof. Worth your investigation. Will lease property. $20,000 Cash necessary. Will help finance balance to responsible party. Reason for selling—retiring. **ADDRESS:** Box 3470, **NATIONAL CLEANER & DYER.** -2

LAUNDRY DRYCLEANING PLANT, largest plant in county seat town of 40,000. 62 Employees, 10 routes, over 150 retail outlets in 30-mile radius. Plant streamlined to the "nth" degree. Spacious cold storage vaults. Separate building for truck loading. Large parking area for retail counter trade. Attractive building. Long-term lease can be arranged. Same owner 44 years, wishes to retire. Terms to qualified buyer. **A. KORYTA, INC.,** 1311 Schofield Building, Cleveland, Ohio. 3472-2

Modern fully equipped synthetic and solvent drycleaning plant, downtown location. New equipment. Prices $1,00 up. Gross $800 to $1,000 weekly. Situated in West Palm Beach, Fla. Owner retiring because of age, and health. Housing available for buyer. No reasonable offer refused. Address: Box 127, Riviera Beach, Florida. 3473-2

WELL ESTABLISHED MODERN SOLVENT PLANT in **SOUTH FLORIDA. EQUIPMENT LESS THAN THREE YEARS OLD.** Grossing over $850 weekly and growing. Long lease with option. $25,000 $15,000 **HANDLES. ADDRESS:** Box 3450, **NATIONAL CLEANER & DYER.** -2

CLEANING PLANTS WANTED

WANTED–PLANTS–ALL KINDS–New York, New Jersey, Connecticut. BUYERS WAITING–LIST YOURS. RICHARD J. MULLER, Lic. Broker, 89-16 184th St., Jamaica 3, N. Y. Tel. Republic 9-3010. 873-1

CLIENTS WAITING, PLANTS WANTED, ALL SECTIONS. ABBOTT BROKERS, 110 E. 42nd ST., NEW YORK 17, N. Y. MU 6-6273. **Reg. Broker.** 3046-1

Will pay cash for a press shop or small plant on West Coast. Give particulars. **ADDRESS:** Box 3310, **NATIONAL CLEANER & DYER.** -1

Experienced operator and executive wishes to buy laundry or drycleaning plant doing over $100,000 annually. **ADDRESS:** Box 3391, **NATIONAL CLEANER & DYER.** -1

Wanted to purchase: Drycleaning plant grossing between $70,000 and $60,000 yearly. Location in East Coast states from Maryland to Florida. Must meet requirements as to good, well maintained equipment and reputation. Replies treated confidentially. **ADDRESS:** Box 3365, **NATIONAL CLEANER & DYER.** -1

JOBBERS WANTED

JOBBERS and **DISTRIBUTORS VISIT BOOTH 627 AT CHICAGO CONVENTION** if you wish to represent the newest development in drycleaning: **JET CONCENTRATE LIQUID DRYCLEANER,** containing our exclusive light reflecting ingredient **COBALLE.** Attractive offer Strong merchandising support. Or write **KASCO CHEMICAL CO. INC.,** 27-08 18th St., Long Island City 2, New York. 3457-30

BUSINESS OPPORTUNITIES

Partner must retire because of ill health. Require services of plant man–laundry and drycleaning–to invest in 25-year-old organization doing approximately $3,000 per week. Finest climate in the country in which to live. Can invest $10,000 to $20,000 for proportionate ownership. Can draw $7,500 per year. A wonderful opportunity for the right man. Furnish all information in first letter. Details will be given to qualified answers. **ADDRESS:** Box 3358, **NATIONAL CLEANER & DYER.** -11

For Sale: Jobbing House, well established, carrying all major lines in chemicals and machinery for cleaning plants, laundries. Located in New York State. Price $35,000 for inventory, accounts receivable, office equipment, furniture, fixtures, and good will. **ADDRESS:** Box 3471, **NATIONAL CLEANER & DYER.** -11

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ARE YOU A HUBBARD SCHOOL GRADUATE? Plant owners ask for them. No matter who or where you are, you get an "all-out" teaching service when taking a Hubbard Course. Ask for catalog covering ten approved courses. **HUBBARD CLEANING SCHOOL,** Silver Spring, Md. 154-B-15

YOUNG MEN LEARN TAILORING IN ONE OF THE FINEST TAILORING SCHOOLS IN AMERICA. Course includes hand tailoring, power machine operation, making of pants, men's and ladies' garments, alterations and repairs, and pattern making and designing. Write for free booklet. Courses approved by the Penna. Dept. of Public Instruction and the Veterans Administration under P. L. 16 and P. L. 346. Empire Institute of Tailoring, 422 East Fifth Street, Hazleton, Penna. Phone 502. 3373-15

SALESMEN WANTED

Wanted: Live-Wire Salesman to call on drycleaning and laundry plants to sell equipment and general supplies in parts of New York State, Vermont and Pennsylvania. Good opportunity. Must have car. **ADDRESS:** Box 3300, **NATIONAL CLEANER & DYER.** -14

Salesman with large following among cleaners and laundries to sell fur cleaning and storage chemicals. Unusual opportunity with well-known firm. No technical background necessary. Bernard Sirotta Company, 620 Smith St., Brooklyn 31, N. Y. 3371-14

Salesmen or routemen with following or contacts for **LEADING HOUSEHOLD DRYCLEANING FIRM.** Specializing in cleaning of upholstered furniture, draperies, rugs, carpets shampooed on premises, lampshades, flameproofing and leather furniture. Salary and commission. Open for all good propositions. **ADDRESS:** Box 3417, **NATIONAL CLEANER & DYER.** -14

A Salesman to represent a quality soap manufacturer on an exclusive basis selling soaps and spotters to drycleaning plants in exclusive protected territory. Must have selling experience, a car and a working knowledge of a drycleaning plant. Our salesmen are earning from $5,000 to $25,000 per year. **ADDRESS:** Box 3441, **NATIONAL CLEANER & DYER.** -14

HELP WANTED

Excellent opportunity for capable cleaner and silk spotter; must be qualified to take charge of cleaning room, willing to accept responsibility and train new employees, must be sober and steady worker. Plant located in Western New York State. When answering this ad give full information and wages expected. **ADDRESS:** Box 3384, **NATIONAL CLEANER & DYER.** -7

DYER with experience in sample dyeing. Midwest Wholesale Garment Dyers. Give full particulars. **ADDRESS:** Box 3428, **NATIONAL CLEANER & DYER.** -7

FIRST-CLASS SPOTTER. Excellent opportunity for all-around man able to assume responsibilities. Quality synthetic plant 35 miles from New York. **ADDRESS:** Box 3468, **NATIONAL CLEANER & DYER.** -7

WORKING SUPERINTENDENT, preferably finisher, both wholesale and retail operation, must know costs. Unusual opportunity for young man thoroughly trained and ready for his big chance. **A. B. CUNNINGHAM, WHITE HOUSE CLEANERS & DYERS,** Denver, Colorado. 3469-7

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SITUATIONS WANTED

Silk spotter and drycleaner. An all-around man. Steady and sober. 25 years of experience. Quality work. **ADDRESS:** Box 3243, **NATIONAL CLEANER & DYER.** -5

Hatter wants position. Dependable, factory trained, experienced in quality hat renovating. **ADDRESS:** Box 3248, **NATIONAL CLEANER & DYER.** -5

WORKING SUPERINTENDENT, N.I.C.D. GRADUATE. Retail and wholesale experience, progressive production man able to train help, dependable and steady, desires a permanent position. **ADDRESS:** Box 3261, **NATIONAL CLEANER & DYER** -5

Spotter–silk and wool–synthetic or 140-F. Experienced dry and wet cleaner. Excellent references. New York City and suburbs. **ADDRESS:** Box 3383, **NATIONAL CLEANER & DYER** -5

MANAGER. Operating plants $5,000 to $10,000 a week, available Mar. 1st. Will open negotiations with organization doing quality or production work. Give full details on what you have to offer. Married, sober and use modern operating methods. **ADDRESS:** Box 3310, **NATIONAL CLEANER & DYER.** -5

Steady position wanted. Exceptionally good man, competent in all branches of the trade, able to instruct new and old help. 30 years experience, can furnish best of references. **ADDRESS:** Box 3375, **NATIONAL CLEANER & DYER.** -5

SILK SPOTTER, PROFESSIONAL, HUBBARD GRADUATE IN DRYCLEANING, SPOTTING AND WETCLEANING. ADDRESS: Box 3382, **NATIONAL CLEANER & DYER.** -5

Silk spotter–Hubbard School graduate–some experience, age 31, will go anywhere opportunity is good. **ADDRESS:** Box 3391, **NATIONAL CLEANER & DYER.** -5

EXPERT SILK SPOTTER, DRYCLEANER, A-1 ALL-AROUND MAN, CAN GIVE YOU QUALITY AND PRODUCTION. AGE 42, 22 YEARS' EXPERIENCE. DESIRES STEADY POSITION. GOOD REFERENCES. ADDRESS: Box 3402, **NATIONAL CLEANER & DYER.** -5

WORKING SUPERINTENDENT. First class silk spotter and cleaner. Production, quality work, train help; dependable, steady. 30 years' experience. Give details. **ADDRESS:** Box 3405, **NATIONAL CLEANER & DYER.** -5

High class laundry-drycleaning manager. Married, age 41. Graduate N.I.C.D., 20 years' experience. Understands administration, production and sales. Capable of handling both colored and white help. Interested in large quality plant, must be permanent with a future. Now employed. Can furnish best of references. **ADDRESS:** Box 3408, **NATIONAL CLEANER & DYER.** -5

Manager, laundry and drycleaning plant or will lease or run plant on percentage basis. Have 25 years experience. **ADDRESS:** Box 3432, **NATIONAL CLEANER & DYER.** -5

Superintendent, Manager—laundry or drycleaning plant. Progressive young man, over 15 years' laundry and drycleaning experience, some executive ability. Good personnel manager, can get out work efficiently. Salary secondary to congeniality and potentialities of position. Best references accepted. Harry Knight, 752 4th St., N.E., Atlanta, Georgia. Phone Emerson 1000. 3433-5

Manager-superintendent, over 40 years practical experience—laundry and drycleaning. Prefer high-production quality plant in the South, Southwest or West. Salary secondary to congenial surroundings and opportunity advancement. Will send resume with any pertinent information prospective employer may desire. 752—4th St., N.E., Atlanta, Georgia. Phone Emerson 1000. 3434-5

General manager, superintendent, or production manager. Capable of handling the largest plant in the industry in both drycleaning and laundry. Knows how to train new help and get the best out of old help. Knows how to organize an organization and keep it hitting on all of its cylinders. Will accept large or small plant. Location no object. **ADDRESS:** Box 3436, **NATIONAL CLEANER & DYER.** -5

Manager, thoroughly experienced **RETAIL DRYCLEANING PLANT,** knowledge of spotting, efficient and capable. **ADDRESS:** Box 3438, **NATIONAL CLEANER & DYER.** -5

MANAGER–SUPERINTENDENT. Drycleaning–laundry. **EXPERIENCED** all phases, producer, age 44. Salary and percentage of profit. New England preferred. **ADDRESS:** Box 3440, **NATIONAL CLEANER & DYER.** -5

SITUATIONS WANTED (Cont'd)

Expert silk spotter, thoroughly experienced in handling fine materials such as evening and wedding gowns. Capable of handling dress department and keeping the wool department out of trouble. Seventeen years' experience. Have handled Palm Beach exclusive drycleaning. Capable of management of plant. **ADDRESS:** Box 3451, **NATIONAL CLEANER & DYER.** -5

Well experienced plant and production manager, used to handling a five thousand dollar volume business per week. Age 40, 25 years experience. Best references. Immediate connections. **ADDRESS:** Box 3452, **NATIONAL CLEANER & DYER.** -5

MANAGER or **SUPERINTENDENT:** 25 Years' experience. Proven ability as an efficient operator of medium and large plants. Modern costs and production methods. Furnish complete details regarding your position and proposition. Best of references. **ADDRESS:** Box 3455, **NATIONAL CLEANER & DYER.** -5

SILK SPOTTER: Capable of assuming the responsibilities of your cleaning and spotting departments. Training of help. Years of experience. Details in full requested. References furnished. **ADDRESS:** Box 3456, **NATIONAL CLEANER & DYER.** -5

First-class **PRESSER,** wool and silks. **EXPERIENCED IN ROUGH** and **SILK SPOTTING.** Young married man with seven years experience. **ADDRESS:** Box 3467, **NATIONAL CLEANER & DYER.** -5

GENERAL MANAGER or **PLANT SUPERINTENDENT,** 23 years experience in managing **LARGE** and **SMALL** plants. **RETAIL** or **WHOLESALE.** Know every branch of the drycleaning industry. Can train new help and get the best out of old help. Can put out good work at a low production cost. Will go anywhere, can give good references. Address: Carl Standridge, 520 St. Louis Ave., Youngstown, Ohio. Phone 8-2016. 3473-5

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Wanted to Buy: Mercury Unit Model Z-1 Pantex C9 and Hoffman X Presses. R. C. Gross, 3655 W. Flagler, Miami, Florida. 3474-3

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For Drycleaning-Laundry Machinery try **KEEL COMPANY,** 7230 N. Western Avenue, Chicago 45, Illinois. 1463-4

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One complete Mercury Drycleaning System. In excellent working shape. Need the room this machine is taking. Will consider almost any offer. Pearle Chlorotone Cleansers, 845 Allens Ave., Providence, R. I. Telephone HO 1-9000. 3390-4

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Filters, 5,000-gallon Hoffman, automatic scraper, Monel metal screens, practically new, **BARGAIN PRICE $895;** also available 2,000, 1,000 gallon. **WILLIAMS LAUNDRY MACHINERY CO.,** Inc., 3915 22nd St., Long Island City 1, N. Y., STillwell 6-6666. 2828-4

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ATTENTION SPOTTERS—New 2.10 CFM, ¼ h.p., Air Compressors. Complete with tank, safety valve, air valve, air gauge, pressure switch, etc. Automatic. $69.50 FOB Ceil Sales, Box 104 Station P, Brooklyn, N. Y. 3431-4

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USED EQUIPMENT. Mercury $1250, Sani-System $400, 3 H.P. McKee Boiler $150. **GERSON EQUIPMENT COMPANY, 207 INVESTMENT BLDG., PITTSBURGH 22, PA.** 3454-4

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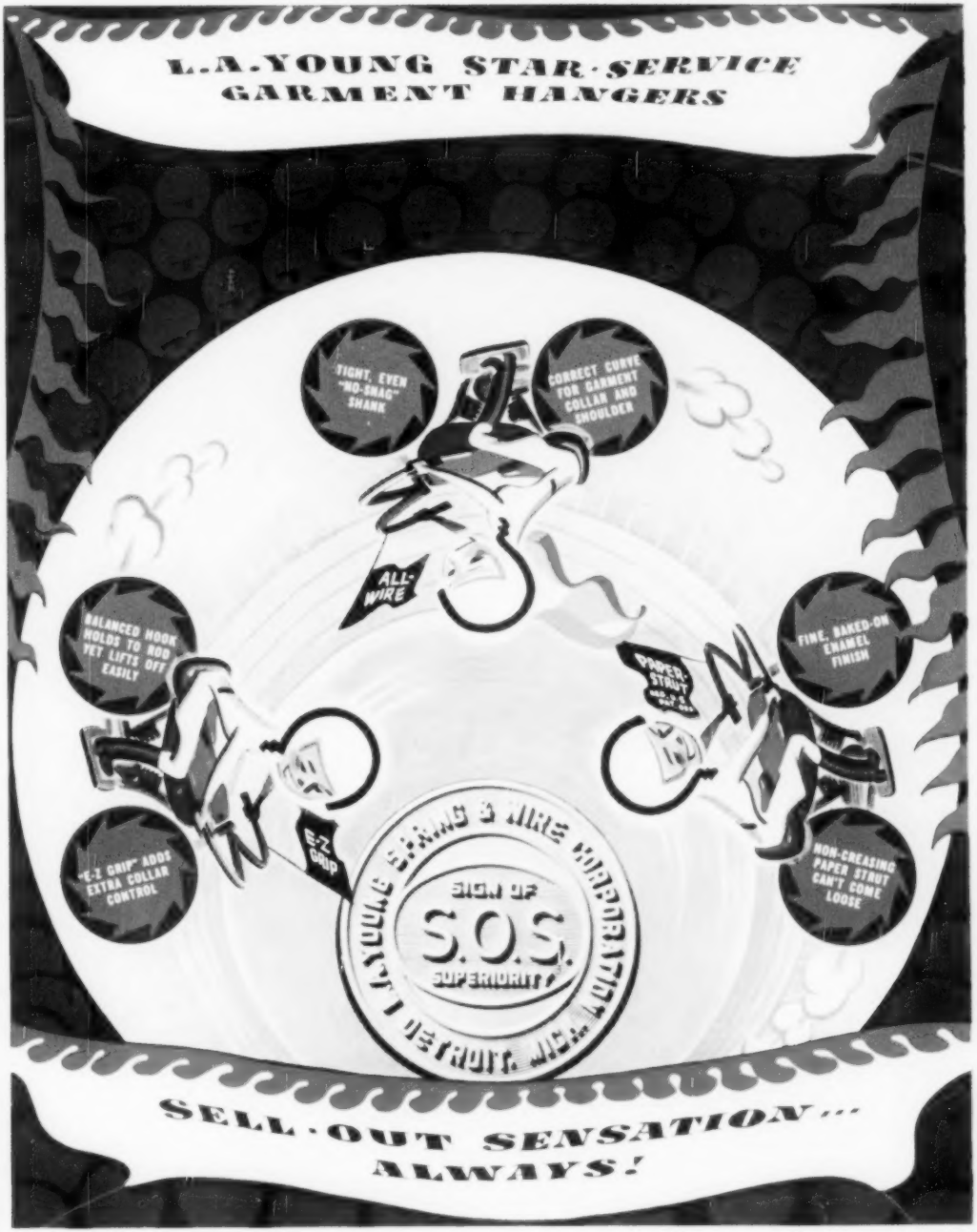

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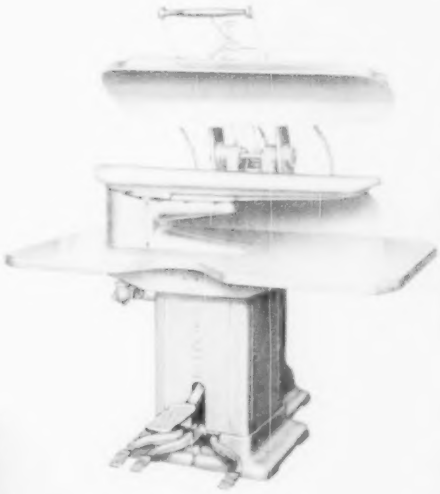

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